

6-2009

June 2009

Inland Empire Business Journal

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### Recommended Citation

Inland Empire Business Journal, "June 2009" (2009). *Inland Empire Business Journal*. Paper 156.  
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## AT DEADLINE

### LARRY SHARP NAMED INLAND SOUTHERN CALIFORNIA GLOBAL LEADER OF THE YEAR AT 3RD ANNUAL WORLD TRADE MONTH LUNCHEON

Longtime economic development and transportation advocate Larry R. Sharp was named Inland Southern California Global Leader of the Year at a regional World Trade Month event in Riverside.

Sharp, president and CEO of Arrowhead Credit Union, was recognized for his leadership in fostering the advancement of international trade throughout the Inland region. Sharp received the award at the 3rd Annual World Trade Month closing luncheon. The annual event is designed to address issues in global trade, which contributes millions of dollars each year to the region's economy. The event also encourages local businesses to become more closely involved in the

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## 46th Annual Small Business Week Award Winners



The 46th Annual Small Business Week Awards luncheon will be held on June 4th hosted by the San Manuel Band of Mission Indians in Highland. The U.S. Small Business Administration honors successful individuals and companies located in Orange County and the Inland Empire each year.

The following honorees are part of the Inland Empire community:

**A&R Tarpaulins, Inc.**, headquartered in Fontana, and owned by the Weisbart family, has been named Region IX Jeffrey Butland Family-Owned Business of the Year by the Santa Ana District Office of the U.S. Small Business Administration.

The company was established in 1976 as a partnership between Aundra Arrington and Ralph Weisbart. Two years later, Ralph Weisbart's son, Bud, and his wife, Carmen, purchased one third of the company and are the current owners of A&R Tarpaulins, Inc. Bud and Carmen recently announced that management and, ultimately, ownership of the business would begin transition to their son, Ken.

Region IX includes California, Nevada, Arizona, Hawaii and Guam. Winners are selected at the district, regional and national levels and compete against firms submitted by 68 SBA district offices across the nation. Alan Elgendy, International Trade and Procurement Consultant with the Inland Empire SBDC, nominated A&R Tarpaulins, Inc., a former client of the SBDC.

District Director, J. Adalberto

*continued on page 14*

### Inland Empire Economic Report It's Really Bad... But Inevitable and Ultimately Healthy

By Christopher Thornberg and Jon Haveman  
Founding Principals, Beacon Economics



Over the past decade the world embarked on an unsustainable path of growth. The U.S. consumer, buoyed by rapidly inflating personal wealth (of which homes were just a portion) and easy credit, went on a spending spree that sunk private savings rates to historically low levels even as the nation opened the largest real trade deficit in the economic history of the world. The rest of the world gladly participated in the exchange. Private investors were eager to capitalize on asset gains in the U.S. economy. Public investors, particularly in Asia, were more than happy to invest in the United States in order to maintain the stimulus the U.S. consumer was providing to

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## Special Sections

How to Keep  
Your Employees  
Happy and  
Productive in  
the Midst of a  
Recession

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Why California  
Must Save Its  
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### The Teeny Weenie iPod, Part 2



pg. 12

### Skinner Plant Begins Generating Solar Power

With a literal flip of a switch, the Metropolitan Water District of Southern California added to its investments in solar power.

Metropolitan board



Chairman Timothy F. Brick flipped a switch signifying activation of a 10-acre field of solar panels at the district's Robert A. Skinner Water Treatment Plant in the Temecula Valley of southwestern Riverside County.

The 1-megawatt solar installation will generate about 2.4 million kilowatt-hours (kWh) of clean, renewable energy a year, nearly 25 percent of the power used by the plant and equal to the power used by about 250 homes annually. The produced

*continued on page 3*



## COMMENTARY

Legislators, Students, Workers Take  
on UC's Egregious ActionsSubmitted by Assemblymember  
Brian Nestande, 64th District

State legislators, along with University of California (UC) students and employees, responded to a number of egregious actions by the UC Board of Regents, including recent exorbitant executive pay hikes, by introducing a Constitutional Amendment to allow greater public oversight and accountability of the institution.

SCA 21, authored by Senators Leland Yee (D-San Francisco), Roy Ashburn (R-Bakersfield) and Gloria Romero (D-Los Angeles) and ACA 24, authored by Assemblymembers Brian Nestande (R-Palm Desert) and Anthony Portantino (D-La Cañada Flintridge), would remove the Regents autonomy and allow the Legislature to enact statutes effecting UC policy, similar to authority granted over the California State University. If approved by two-thirds of the Legislature, the measure would be put before the voters for final approval.

In 1879, UC Regents were granted autonomy on all issues related to the management of the institution and thus subject to legislative control only on fiduciary regulations. Thus, statutory laws are generally not binding over the university.

"Enough is enough; it is time

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Coreland Awarded 1 Million SF in  
Management Contracts

Coreland Companies, one of the largest private real estate service companies based in California, announced the firm has been awarded over one million square feet in property management contracts within the last four months. Nearly half of the new assignments are on behalf of state court-appointed receivers.

Coreland was awarded retail management assignments including Ontario Freeway Center, a 128,330-square-foot freeway showroom and furniture center in Ontario; Palms to Pines, a Vons' anchored 81,722-square-foot neighborhood retail center in Palm Desert; and Crossroads Marketplace in Chino Hills.

Galentine was also appointed state court receiver for Corona Corporate Centre, a newly completed 114,990-square-foot, seven-building office park in Corona; and Centrelake Corporate Center, a three-story, 61,298-square-foot office building in Ontario. Coreland Companies will be responsible for the property management during the receivership period.

Coreland President Chris Hite says, "Coreland's combination of past experience with distressed

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Chino Hills Crossroads Marketplace

## It's Really Bad...

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many foreign economies. It was a great party while it lasted, but unfortunately the reality that U.S. asset values were grossly overpriced was eventually going to impose itself on this new world order. It almost did in 2001 in the wake of the dot.com collapse, but aggressive interest rate action on the part of the U.S. Federal Reserve, the expanded use of asset backed security markets to fund debt (particularly for real estate), and the tax cuts put in place by the federal government, managed to breathe life back into the inflating bubble.

Then, in 2008, things began to collapse in earnest and there was little that could be done about it. American households have already seen \$15 to \$20 trillion dollars in wealth disappear as asset markets have fallen back to levels that are in-line with fundamentals.

The grim economic numbers that have been emerging in recent months have little to do with home foreclosures, credit market lock-downs, or irrational financial markets. Instead, they have everything to do with the U.S. consumer getting their spending back in line with their income and dealing with years of excessive debt accumulation. In short, the pain the nation is going through today is a necessary step in returning the world economy to a sustainable long-run path of growth.

The Inland Empire was a poster child for the imbalances of the last decade. Not only was the local economy overheated by some of the greatest home appreciation in the United States, the region was also boosted by the flow of foreign imports, which drove much of the local commercial economy. As both these forces of growth have imploded, so too has the local economy. The eight-percentage point increase in unemployment is one of the worst in the United States outside the hard-hit Midwest where the ongoing collapse of the U.S. auto industry is to blame.

Data on consumer spending, the housing markets, and the financial markets show that the primary drivers of this downturn have started to recede. This isn't to say that the economy will be up and running in 2009—plenty of healing and reorganization needs to happen first—but we expect the worst of the downturn to be over by the first half of 2009, with the next four quarters being best described as economic doldrums, where the economy basically remains flat.

In California as a whole, and in the Inland Empire in particular, things will be rougher than other parts of the country. Many of the imbalances in the national economy were intensely magnified in the state and the region. We expect unemployment in the Inland Empire to crest at over 15%. Payroll jobs will decrease by close to another 5%. Such negative numbers were not even seen during the tough economic times of the early 1990s.

But unlike then, today there are few structural problems that will inhibit growth in the longer term—either here or in the Midwest. Indeed, a necessary decline in the dollar and lower home prices will help the state and local economies to become more competitive within the domestic and world economies. When the healing comes to an end, expect dynamic growth in the Golden State.

This will particularly benefit the Inland Empire, a region that over the past 10 years has gone through a true renaissance—morphing from a logistic hub and a blue-collar commuter housing area into the 16th largest Metropolitan Statistical Area (MSA) in the nation with a self-sustaining industrial base and rising incomes.

We hope you enjoy this forecast produced by the researchers at Beacon Economics and detailing many of the short- and long-run trends in the Inland Empire, California, and national economies. Included are chapters on demographics, quality of life, employment and income, real estate, the state budget, and of course the local and national forecasts.

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## Skinner Plant...

*continued from pg. 1*

energy will be used directly at the plant, helping to offset nearly 2 million pounds of carbon emissions a year. Last year, the plant consumed about 10.5 million kWh of electricity, at a cost of nearly \$1.2 million.

"As public stewards of our natural resources, Metropolitan is ever-conscious of the impact our operations have on the environment, from the delivery and treatment of water to the day-to-day operation of our facilities," Brick said.

"Just as we have assumed a leadership role in promoting conservation and other water-wise activities such as recycling and groundwater cleanup, we are compelled to reduce our carbon footprint," he said.

Debra C. Man, Metropolitan assistant general manager and chief operating officer, said generating solar power at the Skinner plant is part of a strategic power plan to be considered by Metropolitan's board this summer. The proposed plan envisions Metropolitan having 10 megawatts of solar power installed throughout the district's six-county service area over the next five years.

"The proposed plan will outline a number of energy-saving strategies at our facilities, while laying out immediate, short-term, intermediate and long-term goals," Man said. "The plan's goal will be to maximize carbon reduction at all our distribution facilities and develop renewable energy to support deliveries on the Colorado River Aqueduct."

Skinner's solar collection field

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ie coffee

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## Contact IE Coffee

For more information about IE Coffee contact Cliff Young:  
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**MEXICO CHIAPAS** A great Mexican coffee, like this one from the Chiapas region, is bright and light. This coffee is roasted Full City to accentuate its brown-sugared, cocoa notes. We like this coffee black as a breakfast coffee, and can bloom a bit when milk and sweeteners are added.



**GUATEMALA HUEHUETANANGO** This Guatemala is renowned for its exceptionally complex acidity. This coffee is great served black.



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This June in the Inland Empire  
Business Journal!

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**Why California Must Save Its Educational System** David W. Stewart, dean of the Anderson Graduate School of Management, University of California, Riverside states that the success of California, and the wealth associated with that success, has been driven by education—and that deep cuts in education should not be an option. . . . . 27

**Is Your Company Stuck in the Muck?** Is your company stuck in the muck and can't seem to get moving? As small companies begin to grow, they get bogged down, hit challenges, and find roadblocks that hold them back. . . . . 33

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## Leukemia & Lymphoma Society to Hold Man & Woman of the Year Competition Finale Celebration on June 30

The Leukemia & Lymphoma Society (LLS) Orange County/Inland Empire will celebrate the fundraising successes of its five 2009 Man & Woman of the Year candidates during a celebration on Tuesday, June 30, 6-10 p.m. at the Riverside Marriott Hotel, 3400 Market St., Riverside. The evening will include dinner, live and silent auctions, entertainment, and the highlight of the evening, the announcement of the top fundraising Man & Woman of the Year.

The five candidates are community, corporate and civic leaders who have devoted 10 weeks towards raising money for blood cancer research; the top fundraisers will receive the title of LLS' Man & Woman of the Year.

The cost to participate is \$75 per person. RSVP by June 19 to Heidi de Leon, (714) 481-5609 or [Heidi.DeLeon@lls.org](mailto:Heidi.DeLeon@lls.org). For event information, please visit [www.manwomanoftheyear.org/ocie](http://www.manwomanoftheyear.org/ocie).

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. The mission of LLS is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, LLS has invested more than \$600 million for research specifically targeting blood cancers. The Society's Orange County/Inland Empire chapter office is located at 2020 East 1st Street, Suite 120, Santa Ana, CA 92705. Phone: (714) 881-0610. Website: [www.lls.org](http://www.lls.org).

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## INLAND EMPIRE business journal

PUBLISHED BY  
Daily Planet Communications, Inc.

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Vol. 21, No. 6, June 2009 — Inland Empire Business Journal is published monthly by Daily Planet Communications, Inc., 2910 East Inland Empire Boulevard, Suite 107, Ontario, CA 91764. (909) 483-4700. Bulk rate U.S. postage paid, Ontario, CA, permit No. 1. Send address changes to: Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729. Information in the Inland Empire Business Journal is deemed to be reliable, but the accuracy of this information cannot be guaranteed. The management of the Inland Empire Business Journal does not promote or encourage the use of any product or service advertised herein for any purpose, or for the purpose or sale of any security. "Inland Empire Business Journal" trademark registered in the U.S. Patent Office 1988 by Daily Planet Communications, Inc. All rights reserved. Manuscripts or artwork submitted to the Inland Empire Business Journal for publication should be accompanied by self-addressed, return envelope with correct postage. The publisher assumes no responsibility for their return. Opinions expressed in commentaries are those of the author, and not necessarily those of the Inland Empire Business Journal. Subscription payment must accompany all orders for the monthly journal or annual Book of Lists. Copyright 2009 Daily Planet Communications, Inc.

### Quotes on "Errors"

It is human to err, and the only final and deadly error, among all our errors, is denying that we have ever erred.  
— G. K. Chesterton

Sometimes we may learn more from a man's errors than from his virtues.  
— Henry Wadsworth Longfellow

It is not only our errors which ruin us, but our way of conducting ourselves after committing them.  
— Yvette Gilbert

The credit belongs to the man who is actually in the arena; whose face is marred with dust and sweat, who strives valiantly; who errs and may fall again and again, because there is no effort without error or shortcoming.  
— Theodore Roosevelt

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## Senator Dutton Pleased to Honor Impressions Catering as Small Business of the Year

*Successful Business and Founder Honored in 31st Senate District*

Senator Robert Dutton has announced Impressions Gourmet Catering as small business of the year for the 31st Senate District.

Founder and CEO Sandra Forney started Impressions in 1983 and has grown the company into a successful operation recognized by the community as a leader in the food service industry. With revenues over \$1.5 million and full as well as part-time employees, Impressions Catering is a model of a successful small business, offering high quality product and service as well as career opportunities for its employees.

In addition to her many successful years in business, Forney is dedicated to community involvement and leadership by example



Sandra Forney

serving on numerous civic and community organizations such as the Chaffey College Foundation Board and the Rancho Cucamonga Chamber of Commerce Board of Directors. In 1995 Sandra represented California's 43rd Congressional District at the Women Leaders Summit in Washington D.C. where she met with key legislators and successfully lobbied for improvements in the district's business climate.

"Sandra's company is the kind of business that makes a community great," said Senator Dutton. "Not only does Impressions provide jobs for local residents, but Sandy recognizes the value in giving back to the community and works hard at enriching the lives of those around her. She uses her background and experience to instill a pride of product and service in all of her employees."

"This is awesome, and I truly want to thank Senator Dutton," said Sandra Forney. "I firmly believe that success in any aspect of life requires a giving spirit. What you choose to do with your time, talents or your treasures will definitely come back to you."

## TAX COLLECTOR TO RETIRE

After 36 years as a county employee, including nearly 11 years as San Bernardino County treasurer-tax collector/public administrator, Dick Larsen announced his resignation and retirement effective July 3, 2009. "It has been a wonderful experience to be a county employee and serve the citizens of this great county," said Larsen. "I have particularly enjoyed the staff I have had the privilege of leading during my tenure in elected office."

These last several years have been the most turbulent times in the financial markets since the 1930's. The treasurer-tax collector's office has weathered this without having any credit defaults or experiencing any loss of principal to the

*continued on page 13*

## It's Really Bad...

*continued from pg. 3*

### Employment and Income:

• The Inland Empire's unemployment rate is outstripping the rest of Southern California, and has seen a marked increase over the last few months. At 13%, the region's unemployment rate is at its highest level in almost 20 years and is the highest in Southern California.

• Construction has been the industry most directly affected by the rise and subsequent collapse of the Inland Empire's housing market. Since the industry's employment peaked, 61,598 construction jobs have been eliminated, and losses are expected to continue through 2010.

• Retail trade, which employed over 176,000 at its peak, has reduced its employment by 11%. Although this represents a smaller percentage of the industry total than in financial activities, these 19,246 jobs are more than double the losses in finance and insurance and real estate combined.

• Other sectors, which are driven less by the consumer and more by population, have not fared as poorly. The health care and social assistance industry, which is part of the broader education and health services super-sector had yet to shed any jobs as of March 2009. Similarly, local government, which is the single largest industry in the region, has yet to shed a significant number of jobs.

• As the housing bubble unwinds, home prices are falling back toward their longrun trend and consumers are returning to healthier savings levels—both which will ultimately return the region to a more sustainable growth trajectory once the economy rebounds.

### Residential Real Estate:

• While not finished yet, the decline in home prices in the Inland Empire does appear to be easing as investors have swarmed in to snap up heavily discounted short sales, REOs, and foreclosures.

• Often unable to compete with these foreclosures, new home sales have plummeted, and are expected to decline throughout 2009—when builders do sell homes, it's either for cost or at a loss.

• Apartments are starting to feel the impact of rising unemployment and the 'shadow market' of investors renting out single-family homes. Consequently, vacancy rates are slowly rising and rent growth will turn slightly negative through 2011.

• Although foreclosure activity did dip during the last part of 2008, it was due mostly to lender-enacted moratoriums. As Option ARM and Alt-A loans continue to re-set, we could see a second wave of defaults and foreclosures cascade over the region over the next year.

### Commercial Real Estate:

• Given the combination of rising unemployment and under-water investors unable to refinance their commercial property debt in today's market, the pain for most commercial property sectors is just beginning.

• Expect a further softening in cap rates—perhaps by as much as 200 basis points in the best locations—and higher for investments in tertiary markets and in highly specialized sectors.

• Look for more distressed property sales beginning in the second half of the year, especially as banks begin to foreclose on cash-strapped investors unable to pony up the equity needed to refinance or to cover shrinking rent rolls.

• There will be tremendous

*continued on page 13*

Some of the major highlights of this forecast include the following:

## MANAGEMENT

## How to Keep Your Employees Happy and Productive in the Midst of a Recession

*By Dr. Donna LaMar and Betsy Laney*

In light of today's economic landscape, it's more important than ever for companies to have happy and productive employees. When employees are loyal and engaged in the company, profits are higher. Conversely, when people feel unmotivated or undervalued, the company suffers. Additionally, studies show that engaged employees miss less work, perform better, and are more supportive of changes and willing to make them happen.

But keeping employees happy in any economy is hard work. Why? Because happiness is, primarily, an inside job. In other words, happiness comes from within a person. However, friends, family and employment can add to or detract from someone's happiness level. So if the workplace is stressful and/or painful, things are happening, such as "back-stabbing" and gossiping, employees' production goes down.

Happy employees are also satisfied and feel a sense of accomplishment in their work. They like themselves and what they do, and they find satisfaction from their work—a sense that what they do is important and meaningful. Such feelings reduce stress, which is a major factor of productivity.

In order to make your workplace one where happiness and productivity thrive, consider the following guidelines.

### • Be a "good" employer.

A "good" employer is one who sets clear expectations to employees, including what is to be done, when it is to be done by, and where it goes after they complete their responsibilities. Within these expectations, you need to set clear boundaries, demonstrate healthy leadership

and provide sound direction. This means spelling out rules, regulations, policies, and procedures. While you can usually accomplish this by creating a comprehensive employee manual, a good employer or manager will also use the "personal touch" by talking with employees in group and one-on-one settings.

Whatever expectations you set, make sure they are consistent with all employees. Include such things as clocking in early, break times, lunch hours, etc. For example, is it acceptable to clock in early and leave work early? Are breaks mandatory? Will an employee be "docked" if they consistently take too long for lunch? The more issues and expectations you outline, the fewer problems arise, which leads to productive workers.

### • Help employees to feel valued.

Be encouraging to your employees and offer praise when appropriate. Thank employees for doing a good job and let them know that you value them. Should something go wrong or someone makes a mistake, don't "punish" the person. Rather, talk to the person, teach the correct procedures, and offer encouragement and further teaching when needed. Remember that punishing people only makes things worse in that the employee may become angry and bitter and may want to sabotage their work to get back at the company. If errors continue after correction, then you may need to evaluate that person to make sure he or she is a good fit for the job.

As an employer, you have an excellent opportunity to make a difference in your

employees' lives. This may mean a smile, asking how their family is, or asking about their interests or problems. If you sense that someone is depressed, help that person get the necessary resources, as employees with depression have higher absenteeism, increased health problems, and decreased performance. Remember that we are all humans working together to get through life. We need to care about each other to get the best results.

### • Create a productive atmosphere.

The physical layout of the office is important to maximizing productivity. People need enough room to work, the correct supplies/materials, and a comfortable and pleasant environment. Make sure all equipment is designed ergonomically so that it positively motivates workers by helping them with their needs to do the work.

Ecotherapy is another element of a productive environment. Some factors of ecotherapy include:

• Make sure the environment has live green plants. People feel better about themselves, their jobs, and the work they perform when they feel a connection to nature around them. In fact, workers who are near plants or windows report significantly higher job, boss, and co-worker satisfaction than those without. They also report being happier. If live plants are not an option, pictures or murals of outdoor scenes have some benefit.

• Give employees healthy air to breathe. Indoor air pollution is a serious problem in

buildings. Change air filters regularly, and if appropriate, allow employees to keep their windows open.

• Utilize real sunlight when possible. If offices or workspaces don't have window access, install full spectrum or plant light bulbs in all fixtures, including overhead florescent lights.

• Offer healthy food choices in the cafeteria or break room. Healthy food helps people think better, improves mood, and increases energy levels. Do a healthy food challenge at work to encourage people to eat better. Also, have a restaurant bring in healthy food occasionally for a catered lunch.

• Allow employees to personalize their work space, within reason. We all need a place to call our own.

• Make the workplace family friendly. Life balance is a major stressor for people. Therefore, allow workers to take time off for school events or to stay home with mildly ill children without using sick or vacation days. If possible, offer child care near or on premises. Research has shown the employer can subsidize the care because it saves so much money from decreased absenteeism. Offer 13 weeks of maternity leave and also some paternity leave, and have elder care resources and referral services and/or dependent care assistance plans in place.

### • Get people involved.

Create a comprehensive employee manual that is clear

*continued on page 39*



## SALES

## 14 Tips for Small Businesses to Thrive in a Down Economy

By Francie Dalton

If your thoughts are primarily fear based, if you're envisioning the worst for yourself and your business, if your conversations are focused predominately on bad news, then you're seriously impeding your own success. Instead of giving succor to all the negative blathering, buckle down and determine to take three actions every single day to improve revenue! Here are some suggestions.

**1. Don't you DARE Pick up that Phone Unless it's to Generate Business!** Be ruthlessly disciplined about generating business as JOB ONE. Any activity that doesn't secure new business should be delegated, or done during non-business hours. Prioritize everything else around this fundamental principle. During business hours, dedicate yourself exclusively to building your business.

**2. Virtually Stalk your Prospects:** Describe your ideal client. What types of organizations do they belong to? Join them. What kinds of publications do they read? Read them. What types of events do they attend? Attend them. Differentiate yourself with detective work about your targeted prospects. Research them; tap your network to learn more. This information helps warm up cold contacts, and sets you apart from most others who won't go to this much effort.

**3. Work Backward to Move Forward:** If you're tracking important ratios, you know how many qualified prospect meetings it takes to generate one client, and the average sale per client. With only these two pieces of information, you can control how much you sell each month. Determine desired sales vol-

ume, then conduct two to three times the number of qualified prospect meetings required to achieve it.

**4. Invite Scrutiny:** Whose business acumen do you admire? Who's already successful in your field? Whose clientele does your product or service complement? Invite these folks to be your advisory board. Meet quarterly to gain their advice on your business challenges. Advisory boards impose a level of scrutiny and accountability that both challenge and comfort. Ensure you get unbiased, unemotional, tough truths by not including friends and loved ones on the board.

**5. Your Pipeline is your Lifeline:** NEVER stop prospecting. In good times or bad, keep your pipeline full! Even when you're flush with business, don't get cocky. Realize that if you wait to prospect until you need new clients; it'll be too late to achieve immediate results.

**6. You Lag Before you Bag:** The lag time between your first meeting with a qualified prospect and closing the sale is an essential ratio for managing your productivity. The sales you bag today likely began at least three months ago!

**7. Play the Numbers:** Whether you enjoy it or not is irrelevant; networking is an imperative. Learn how to do it well. If you want to survive the lean times, you have to network regularly, and focus on helping others. Understand that networking is a numbers game. Play to win!

**8. Don't Pander; Ponder!** Showcasing your wis-

dom without taking time to probe causal factors can be insulting. Instead, honor the complexity of client issues. Be inquisitive about their goals, frustrations, hopes, and struggles. Then construct a matrix of options, and augment this with the advantages and disadvantages of each.

**9. Prepare to Bend by Predicting the Trends:** Be vigilant about monitoring relevant trends, since they're always in flux. Even more importantly, anticipate and maintain an awareness regarding forces that could affect the trends you're monitoring. Doing so enables you to foresee and adapt to emerging trends before your competitors do.

**10. Don't Defer Getting Referrals:** If you're not comfortable asking your satisfied clients to provide referrals, do it anyway! Once you've delighted them, conduct a brief interview to learn what they valued most about working with you. Using this information, draft a brief testimonial for them to edit and print onto their letterhead.

**11. Publicize or Perish:** Both credibility and sales increase from publishing articles or books, and speaking on your area of expertise. It's not that hard! Every time you solve a problem for a client, produce an outline of the process from start to finish. Then fill in the outline, and voila, you have an article or a speech. Multiple articles can comprise a book. Writing a book is less daunting if you write only one chapter at a time without thinking of it as a book.

**12. Value for Free = Service for Fee:** Consider providing an educational session to

prospective clients at no charge, but structure the delivery so that they want more. For example, deliver the information you promised to deliver, but make reference to additional, high value information your clients receive.

**13. Don't Attend Conventions without Clear Intentions:** Recoup the opportunity cost of attending conventions. Get an attendee list in advance of the meeting, identify and research your targets before you even leave town. Then make it your mission at the meeting to establish contact and engage them. Remember: attendance is not an outcome. Make your attendance result in new business by preparing in advance.

**14. Break it Down to Build it Up:** Identify key result areas of your business, such as prospecting, delivery, marketing, speaking, new product development, etc. For each, write out measurable goals each quarter. Break these down into component parts, and include them in your calendaring tool.

No matter how many of these tips you implement, your own outlook and attitude can diminish their effectiveness. Those who prevail in difficult times are the ones who steadfastly refuse to allow negativity to form a barrier to their success. They instead deliberately and diligently take constructive action, thereby refreshing and reinvigorating their minds and their spirits, enabling them to take more action, which refreshes and reinvigorates.

For more information call Francie Dalton at 410-715-0484 or her Web site at [www.daltonalliances.com](http://www.daltonalliances.com).

## DUFF &amp; PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

## THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Basin Water Inc	0.38	0.30	0.08	26.9%
K-Fed Bancorp	9.64	7.75	1.89	24.4%
Vineyard National Bancorp	0.13	0.13	0.01	4.0%
National RV Holdings Inc	0.03	0.03	0.00	3.3%
Provident Financial Holdings Inc	6.85	6.64	0.21	3.2%

## THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Physicians Formula Holdings Inc	1.31	2.45	-1.14	-46.5%
HOT Topic Inc	6.970	12.240	-5.270	-43.1%
Temecula Valley Bancorp Inc	0.40	0.54	-0.14	-25.9%
Outdoor Channel Holdings Inc	6.38	7.48	-1.10	-14.7%
American States Water Co	31.32	34.53	-3.21	-9.3%

Company	Ticker	5/22/09 Close Price	4/30/09 Open Price	%Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co	AWR	31.32	34.53	-9.3	42.00	27.00	20.9	NYSE
Basin Water Inc (L)	BWTR	0.38	0.30	26.9	5.00	0.21	NM	NASDAQ
Channell Commercial Corp	CHNL	0.08	0.08	1.3	1.40	0.03	NM	AMEX
CVB Financial Corp	CVBF	5.94	6.01	-1.2	20.00	5.31	8.6	NASDAQ
Emrise Corp	ERI	1.33	1.39	-4.3	3.19	0.65	NM	NYSE
Hansen Natural Corp (H)	HANS	39.31	40.76	-3.6	44.02	20.52	31.2	NASDAQ
HOT Topic Inc	HOTT	6.97	12.24	-43.1	13.87	4.61	12.2	NASDAQ
K-Fed Bancorp	KFED	9.64	7.75	24.4	11.60	6.15	27.5	NASDAQ
National RV Holdings Inc	NRVHQ	0.03	0.03	3.3	0.09	0.01	NM	AMEX
Outdoor Channel Holdings Inc	OUTD	6.38	7.48	-14.7	9.11	3.50	79.8	NASDAQ
Physicians Formula Holdings Inc	FACE	1.31	2.45	-46.5	11.11	0.92	NM	NASDAQ
Provident Financial Holdings Inc	PROV	6.85	6.64	3.2	13.75	4.00	NM	NASDAQ
Temecula Valley Bancorp Inc	TMCV	0.40	0.54	-25.9	7.75	0.27	NM	NASDAQ
Vineyard National Bancorp	VNBC	0.13	0.13	4.0	5.74	0.05	NM	AMEX
Watson Pharmaceuticals Inc	WPI	29.94	30.94	-3.2	32.95	20.17	14.5	NYSE

Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

MANNERINO  
LAW OFFICES

"Laws were made to be broken"  
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for  
not to know we sinn 'd is innocence"

Sir William Davenant

1606-1668

10681 Foothill Blvd., Suite 280 Rancho Cucamonga, CA 91730

Tel. (909) 980-0630 Fax. (909) 948-8674

## Duff &amp; Phelps, LLC

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## Five Most Active Stocks

HOT Topic Inc	40,919,703
Hansen Natural Corp	26,940,065
Watson Pharmaceuticals Inc	24,999,100
CVB Financial Corp	17,940,593
Basin Water Inc	8,562,012

D&P/IEBJ Total Volume Month 130,493,807

## Monthly Summary

5/22/09

Advances	6
Declines	9
Unchanged	0
New Highs	1
New Lows	1



# Top Health Care Medical Clinics/Groups in The Inland Empire

Ranked by number of licensed beds

continued on page 16

	Medical Group Address City, State, Zip	# of Physicians: Employed Contracted	Organization: (IPA/Grp. Pract.)	Total Employees	Year Founded	Percentage of Prepaid Patients	Urgent Care Services	Nat. Accredited: Surg. Centers Clinic/Group	Top Local Executive Title Phone/Fax E-Mail Address
1.	<b>Arrowhead Orthopedics</b> 1901 W. Lugonia Ave. Redlands, CA 92374	13	Medical Group Practice	130	1989	90%	Yes	no no	<b>Nabil Razzouk</b> CEO (909) 557-1600/557-1740
2.	<b>Beaver Medical Group</b> 2 W. Fern Ave. Redlands, CA 92373	170 n/a	Multi-Specialty Group	1,000	1945	80%	Yes	No Yes	<b>John Goodman</b> CEO (909) 793-3311/796-0417 www.beavermedicalgroup.com
3.	<b>Cal-Care Industrial Medical Clinic</b> 502 S. Garey Ave. Pomona, CA 91766	3 3	Occupational Health	12	1998	100%	Yes	No No	<b>Tom Blay</b> General Manager (909) 620-8887/620-8817 calcare1@earthlink.net
4.	<b>Choice Medical Group</b> 18564 Hwy. 18, Ste. 105 Apple Valley, CA 92307	5 160	IPA	480	1990	80%	Yes	No No	<b>Manmohan Nayyar, M.D.</b> President (760) 242-7777x230/242-0487 www.choicemg.com
5.	<b>Community Medical Group of Riverside Inc.</b> 4444 Magnolia Ave. Riverside, CA 92501	10 2	Multi-Specialty	99	1975	95%	Yes	No No	<b>Richard M. Finn, FACME</b> Administrator (951) 682-5661/274-3411
6.	<b>Computerized Diagnostic Imaging Center</b> 4000 14th St., Ste. 109 Riverside, CA 92501	10	MRI, CT, Fluoroscopy, Computerized Arterial Doppler, Ultrasound, Color Doppler	38	1976	80%	No	No No	<b>Kathy Fresquez</b> Administrator (951) 276-7500/276-8161 www.cdciimageservices.com
7.	<b>Cucamonga Valley Medical Group</b> 16465 Sierra Lakes Parkway, Ste. 300 Fontana, CA 92336	4 1	Prime Care, Medical Group	30	2006	WND	Yes	N/A N/A	<b>Amy Karp</b> na (909) 429-2864/429-2868 www.cvmgdocs.com
8.	<b>Desert Oasis HealthCare</b> 275 N. El Cielo Rd. Palm Springs, CA 92262	26 110	Medical Group/IPA	550	1981	90%	Yes	N/A Yes	<b>Marc Hoffing, M.D.</b> Medical Director (760) 320-8814/320-2016 ketsell@mydohc.com
9.	<b>Hemet Community Medical Group</b> 1545 W. Florida Ave. Hemet, CA 92544	4 153	IPA	176	1985	N/A	Yes	N/A N/A	<b>Kali P. Chaudhuri</b> CEO (951) 791-1111/791-1120
10.	<b>Heritage Victor Valley IPA Medical Group</b> 12370 Hesperia Rd., Ste. 3 Victorville, CA 92395	1 110	High Desert Medical Group	17	2000	N/A	Yes (Off Site)	No No	<b>Michelle Christensen</b> V.P. Operations (760) 245-4747/553-7030
11.	<b>Hospitality Dental</b> 4942 Arlington Ave. Riverside, CA 92504	1 3	Dental Orthodontics Children	16	1971	90%	Yes	No No	<b>Michael Boyko, DDS</b> Owner (951) 359-4911/351-2013 hdusseau@hospitalitydental.com
12.	<b>Hospitality Dental Associates</b> 164 W. Hospitality Lane, Ste. 14 San Bernardino, CA 92408	22	Orthodontics	150	1971	90%	Yes	N/A N/A	<b>Chad Tucker</b> Administrator (909) 888-6919/888-4068
13.	<b>Inland Eye Inst. Medical Group, Inc.</b> 1900 E. Washington St. Colton, CA 92324	6 5	Ophthalmology	30	1985	90%	No	No No	<b>Linda Greogin</b> Practice Administrator (909) 824-6090/(909) 825-4778
14.	<b>Inland Faculty Medical Group, Inc.</b> 952 S. Mt. Vernon Ave. Colton, CA 92324	200	IPA		1994	100%	No	Yes Yes	<b>Guillermo Valenzuela</b> President (909) 433-9111/433-9199
15.	<b>Inland Health Care Group, Inc. c/o Inland Health Organization</b> 1980 Orange Tree Ln., Ste. 200 Redlands, CA 92374	9 250	IPP/Group Practice	50	1993	86%	No	No No	<b>Carey Paul, M.D.</b> President (909) 335-7171/335-7140 carey.paul@chw.edu
16.	<b>Kaiser Permanente Medical Center</b> 10800 Magnolia Ave. Riverside, CA 92505	245 0	Multi-Specialty Full Service Medical Care	2,400	1989	100%	Yes	N/A N/A	<b>Richard Rajaratnam M.D.</b> Area Assoc. Medical Director (951) 353-2000/353-4611
17.	<b>Lia Demmio, DDS</b> <b>Affiliated w/Hospitality Dental Associates</b> 8325 Haven Ave., Ste. 130 Rancho Cucamonga, CA 91730	3	Dental Orthodontics	15	1988	90%	24 Hour on Call	No No	<b>Doilene Graham</b> Office Manager (909) 989-3566/980-8072
18.	<b>Loma Linda University Health Care</b> 11370 Anderson St., Ste. 3000 Loma Linda, CA 92354	400+	Medical School Faculty Practice	1,235	1967	15%	Yes	Yes Yes	<b>David Wren</b> CEO (909) 558-2315/558-2446
19.	<b>Loma Linda University Health Care</b> 25455 Barton Rd. Loma Linda, CA 92354	1 2	Medical Group	4	na	100%	Yes	Yes Yes	<b>Alfred Quansah</b> CEO (909) 433-0842/588-6221

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEJ.

## Pomona Valley Hospital Medical Center's Satellite Facilities

You work out regularly, eat healthy, watch your weight, see your doctor regularly—in short, you do it all correctly and so does the rest of the family, more or less. But medical needs still persist: women still need an annual mammogram; you've been counseled by your doctor to have a sleep study because of continual daytime sleepiness and snoring that keeps the rest of the household awake; your mother-in-law needs an MRI to check on her lumbar spine; and your son's finger is swollen and painful after he fell off his bike.

Normally resolving all these medical needs would necessitate multiple trips to doctor's offices and the hospital. But thanks to a network of community health centers located in the Pomona and Inland Valleys, these outpatient medical needs can be resolved through Pomona Valley Hospital Medical Center's satellite facilities.

**The Pomona Valley Health Centers (PVHC)—an**

affiliated service of Pomona Valley Hospital Medical Center—with a new site in Claremont and two sites in Chino Hills (one at Grand Avenue and Chino Hills Parkway, and the other on Chino Avenue and the 71 free-



way in the Crossroads Center) provides an extensive array of outpatient services with some of the most technologically advanced equipment in the healthcare industry.

"We've known for some-

time that frequently accessed outpatient services, provided in a community setting, would better serve our local residents. Often, there's no need to seek medical services at the main hospital if high demand, high volume services could be

made available at an outpatient facility. That's exactly what the PVHC facilities offer," says Chris Aldworth, satellite division vice president at PVHMC.

Although services at the

three satellite facilities differ somewhat, all three sites offer family medicine care. In addition to family medicine, PVHMC at Claremont, the newest of the three satellite centers offers some of the region's most sophisticated medical technology. The recently installed Seimen's 3Tesla MRI (Magnetic Resonance Imaging) features a larger opening for patients who are claustrophobic, in pain or in discomfort. The new MRI provides faster imaging resulting in increased patient comfort as well as improved visualization of the captured images for physicians. The 3Tesla MRI can be used for neurology assessments, cartilage assessments and breast, vascular and cardiac imaging.

Other state-of-the-art technology at the center includes Toshiba's Aquilion 64-slice CT (Computed Tomography) Scanner. This high-speed CT requires less scanning time, precise imaging during a breath-hold of less than 10 seconds, and enhanced cardiac studies. The equipment produces high speed, high resolution images and aids in the early-stage diagnosis of diseases.

The new 3T MRI and the new 64-slice CT images are done with greater clarity in a shorter length of time allowing more people to be scanned. The imaging services in Claremont also include general X-rays, Dexscan (bone density scanning), digital mammography, and ultrasound services.

The new med-

continued on page 22

## 2009 EDITORIAL SCHEDULE

EDITORIAL FOCUS	SUPPLEMENTS	LISTS
<b>July</b> <ul style="list-style-type: none"> <li>Manufacturing</li> <li>Distribution/Fulfillment</li> <li>Credit Unions</li> <li>Event Planning</li> <li>High Desert Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>Marketing/Public Relations</li> <li>Media Advertising</li> <li>Casual Dining</li> <li>Building Services Directory</li> <li>Cities of Irvine and Newport</li> </ul>	<ul style="list-style-type: none"> <li>CPA Firms</li> <li>Commercial Printers</li> <li>Ad Agencies/Public Relations Firms</li> <li>Largest Insurance Brokers</li> <li>SBA Lenders</li> <li>Staff Leasing Companies Serving the I.E.</li> </ul>
<b>August</b> <ul style="list-style-type: none"> <li>Personal/Professional Development</li> <li>Employment/Service Agencies</li> <li>Health &amp; Fitness Centers</li> <li>Caterers</li> </ul>	<ul style="list-style-type: none"> <li>Environmental</li> <li>Expansion &amp; Relocations</li> <li>Women in Commercial Real Estate</li> <li>Who's Who in Banking</li> </ul>	<ul style="list-style-type: none"> <li>Largest Companies</li> <li>Small Package Delivery Services</li> <li>Tenant Improvement Contractors</li> <li>Credit Unions</li> </ul>
<b>September</b> <ul style="list-style-type: none"> <li>Mortgage Banking</li> <li>SBA Lending</li> <li>Independent Living Centers</li> </ul>	<ul style="list-style-type: none"> <li>Health Care &amp; Services</li> <li>Airports</li> <li>Golf Guide to Southern California</li> <li>Who's Who in Building Development</li> </ul>	<ul style="list-style-type: none"> <li>Largest Banks</li> <li>Largest Hotels</li> <li>Golf Courses</li> </ul>
<b>October</b> <ul style="list-style-type: none"> <li>Lawyers/Accountants-Who's Who</li> <li>HMO/PPO Enrollment Guide</li> <li>Economic Development Temecula Valley</li> <li>Financial Institutions (2nd Quarter, '09)</li> </ul>	<ul style="list-style-type: none"> <li>Telecommunications</li> <li>Office Technology/Computers</li> <li>International Trade</li> <li>Holiday Party Planning</li> </ul>	<ul style="list-style-type: none"> <li>Internet Services</li> <li>Long Distance/Interconnect Firms</li> <li>Copiers/Fax/Business Equipment</li> <li>Private Aviation</li> </ul>
<b>November</b> <ul style="list-style-type: none"> <li>Retail Sales</li> <li>Industrial Real Estate</li> <li>Commercial R.E./Office Parks</li> <li>Educational Services Directory</li> </ul>	<ul style="list-style-type: none"> <li>Human Resources Guide</li> <li>Executive Gifts</li> <li>Building and Development</li> <li>New Communities</li> </ul>	<ul style="list-style-type: none"> <li>Commercial R.E. Development Projects</li> <li>Commercial R.E. Brokers</li> <li>Fastest Growing I.E. Companies</li> <li>Mortgage Companies</li> <li>Title Companies</li> </ul>
<b>December</b> <ul style="list-style-type: none"> <li>Financial Institutions (3rd Quarter, '09)</li> <li>Top Ten Southern California Resorts</li> <li>Temporary Placement Agencies</li> </ul>	<ul style="list-style-type: none"> <li>Health Care</li> <li>Professional Services Directory</li> </ul>	<ul style="list-style-type: none"> <li>2010 "Book of Lists"</li> <li>Business Brokerage Firms</li> </ul>



## COMPUTER

## The Teeny Weenie iPod, Part 2

By J. Allen Leinberger

OK. Last month I ran the wrong picture. This month you should see the new iPod Shuffle being held in-between two fingers. The control wheel you saw on the old one is gone. Ancient technology. (I hope I didn't confuse you.)

Next, I actually tried to use a good set of Bose QuietComfort Headphones on the new Shuffle and, as I predicted, it didn't work. Oh, sure, I could hear a little of the music, but since the volume control is on the right earbud wire, and that means there is no control on the Bose, you are stuck with what you get.

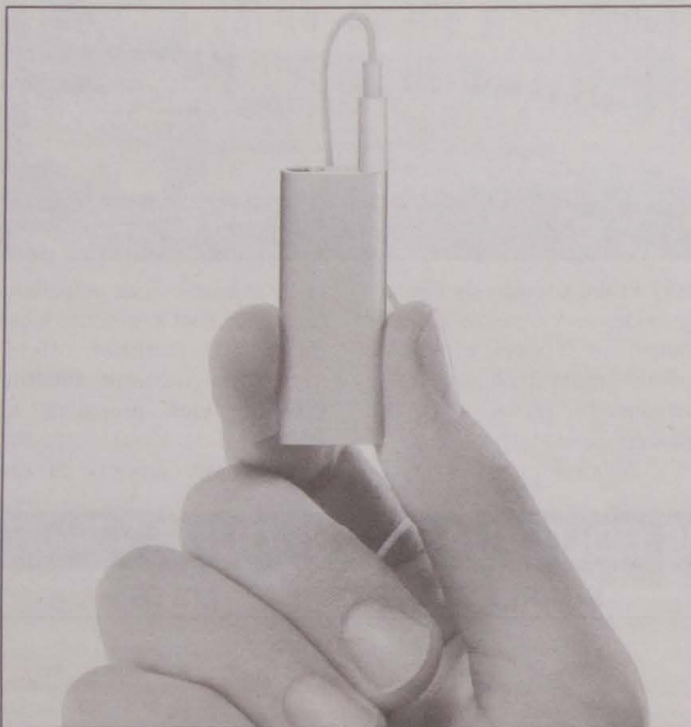
The difference is in the plug also. The plug on most headsets or earbuds has three metal bands, separated by little plastic "separators." One for the left channel, one for the right channel, and one for the common ground. You also cannot plug this little guy into a larger sound system—even one designed to play iPods. Sorry.

There is a fourth metal band on the teeny weenie iPod plug for the controls. These controls are complicated. They consist of a one inch long piece of plastic. At the top you can press to increase the volume. At the bottom you can decrease it. If you press in the middle, you get the voice that tells you which playlist you are listening to and what song is playing. The details of this are a bit complicated. If you get one, you'll find a nice video at the Apple.com site that explains it all.

Best of all, as I mentioned last month, the new Shuffle has four gigs of hard drive, which is as much as the first iPod released back in 2001. I have been selective in what I have loaded, but I still have

not filled it up. As the entire thing consists of the earbuds and wire and a tiny metal piece, it carries better than any of the older iPods.

You may still have to drop it in the bucket when you go through TSA screening at the airport, but it carries conveniently in your shirt pocket



iPod Shuffle—courtesy of Apple

once you are aboard. You could even golf with it on and not bother anyone. Apple keeps saying that you can get your iPod engraved if you buy it from them. I really need to ask a mall engraving shop if they can do the same job or if the delicate insides can only be handled by Apple engraving specialists.

Now, on to some more thoughts on iTunes. There are a regular series of free downloads to be had. They change every week, on Tuesdays. Many of them are free video downloads. Many of those are

the pilot episodes of new TV shows. Some are features or previews of new movies. These are only good if you have an iPod with the video function. Of course, you can download them to watch on your computer. Some TV systems allow you to run these video downloads on your TV.

iTunes Essentials listing, and you will find an amazing collection of lost recordings. Jazz from the 1920's. Old Mississippi blues tunes from the 1930's. All of the songs you would need for a wedding from Mendelssohn's "Wedding March" to the "Chicken Dance" for the reception. One hit wonders, Frank Sinatra and Elvis Costello. Chamber music and the "Celtic Keening Song." You name the category, and iTunes Essentials can probably find it.

If you can't find it, iTunes accepts mixes, which would be your collection of tunes to fit a certain category. But check first; they may already have your list. (See: Super heroes, i.e.; the themes to "Batman," "Superman," "Spiderman" and the "X-Men.")

The iPod library has a vast assortment of recordings. The audiobooks selection is great for those who have listened to books-on-tape in the past. The podcast collection covers everything from comedian rants to college courses. And you can now download "apps"; applications for your iPhone.

OK, I know I tend to prattle on about the iPod. The contemporary cell phone would seem to take priority in society today. Well, why not? It can take photos and videos and runs GPS and Word and can download and upload just about anything on the Internet. Make that "everything" on the Internet. You can text from a cave or a coffee shop of a hotel in Las Vegas.

Personally, I like to use my phone to make calls, my camera to take pictures and my iPod for music. One breaks and the others still work.

Am I getting old?

Since I have not gone that far, I cannot guarantee that you'll be happy with the results on your 60" big screen TV, but the audio should be good.

Do not believe that iTunes is solely invested in new hip-hop and "American Idol" music. In fact, I have searched for years for the Ray Charles' theme to the old Charlton Heston movie "Ruby Gentry." Last month I found "Ruby" in the iTunes library. The original soundtrack themes to all of the James Bond movies, including Tom Jones and Shirley Bassey, are now available. Go to the

## COMMENTARY

## Commentary

By Bill Leonard, Member  
State Board of Equalization

The February budget deal has fallen apart with a heavy dose of economic reality. The May vote of the people has rejected tax increases and borrowing. The state's constitutional officers and the Legislative Analyst are reporting that borrowing is impossible without a balanced budget. And the Governor, to his credit, is proposing a budget package that is almost entirely cuts in spending. Now some of the cuts are one-time, which merely postpones the day of reckoning, and some of the 'cuts' are actually fee increases, which hit Californians in the pocketbook.

Nevertheless, his plan works, especially now without the riskiest borrowing. The Legislature would be wise to pass it this week. Let me advise legislators that the pain and pressures are not going to get any better. In fact, if the Legislature seriously considers rejecting any one of the cut items, then they have the burden to find another cut of equal value and then tell that interest group that their spending is less important. Pass the Schwarzenegger budget. He has accepted the reality of our economic times clashing with our spending excesses. No amount of tinkering will change that reality and no number of changes will make this budget any better. Every Republican and every Democrat should vote to pass this budget quickly and then move on the bigger issue of what California state government might do to encourage economic growth. I would suggest they focus on transportation and water, but I know they cannot do so until the current budget is adopted.

This budget proposal has already had more scrutiny by the legislators, press and public than the February secret budget deal.

## Tax Collector...

continued from pg. 6

\$4-5 billion treasury pool. This pool funds the daily operations of county government, our schools, and special districts throughout the county. We have enjoyed the highest rating possible for a municipal government pool in the United States.

Dick Larsen is strongly recommending the immediate appointment of Assistant Treasurer-Tax Collector/Public Administrator Annette Kerber to fulfill his remaining term. As the assistant, Annette Kerber manages the day-to-day operations of the office including treasury, tax collection, public administrator and central collections. To put her role in context, she manages the investment of \$300-700 million in trades each market day. These trades must be precisely executed or the investment pool is impacted causing local government to suffer. Annette has led the investment team through the last few difficult years in a fashion that clearly shows she has the ability to continue our track record.

"This is not the time to experiment with an unknown quantity with the rating agencies closely monitoring the municipal investment pools of every county," said Larsen. "Their high opinion of Mrs. Kerber speaks volumes to her ability to maintain their confidence in our investment pool and the county's debt rating."

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## It's Really Bad...

continued from pg. 6

opportunities for well-capitalized investors with the expertise to invest counter-cyclically in the best submarkets—especially as asset values in certain areas approach replacement cost.

## Business Activity:

- Regional GDP was growing at a rapid pace prior to the recession. The primary contributors to growth between 2001 and 2006 were much more advanced than their fastest shrinking counterparts (air transport, electronics manufacturing, warehousing, utilities and telecoms VS. farming, hunting, mining, leasing services, and film industries).

- The role of the Inland Empire as a distribution center for goods flowing through the ports of Los Angeles and Long Beach is apparent in its employment numbers. The correlation between Inland Empire Transport/Warehouse employment and the flow of loaded TEUs is 0.95—much stronger than that of the Inland Empire's total nonfarm employment. This is significant as trade through the ports is slowing massively.

- Taxable Sales, as expected, are taking a major hit. The two biggest industries for consumers—automotive and retail—are also the two biggest losers. Vehicle sales in particular are suffering, falling almost 42% between 2006 Q2 and 2007 Q2 in the Inland Empire, and almost 20% in California during 2008. For Southern California in 2008, vehicle sales fell almost 18%. Light trucks are doing much worse than cars.

- Despite appearing cataclysmic, it is not likely that the vehicle sales slowdown is a paradigmatic shift. The Inland Empire is a driving community, with a commuting-by-vehicle population that is 2% above the national average, rising traffic congestion, and extremely weak use of public transportation (fewer than 1% of commuters). In 2007, Riverside and San Bernardino Counties were second only to Los Angeles in terms of vehicle fatalities, with 17% of the state total, despite only 11% of the population. By contrast, LA boasts 19% of vehicle deaths and 27% of state population.

- Tourism and airport passenger flows are another measure of economic strength—and in the Inland Empire, both point to very serious decline.

- The local economic climate may also present opportunity. Policy planners could use this period as a means for centralizing growth. Outlying areas are likely where the recession is hurting the most. If planners had any agenda of drawing Riverside and San Bernardino inward (smart growth, etc.) now might be a good time to enact those plans.

## Demographics:

- Housing affordability has played a large role in the Inland Empire's demography. When the housing bubble inflated, the Inland Empire became relatively more affordable as compared to surrounding areas. In 2002, the median price of an existing single-family home fell to just 62%, 44%, and 50% of the median home price in Los Angeles, Orange County, and San Diego, respectively. As a result, people flowed into the region in increasing numbers—averaging over 76,000 migrants per year between 2002 and 2006. It was the only Southern California MSA with positive domestic net migration.

- The loss of jobs in the region and rising unemployment will slow population growth in the short run, but we do not see it turning negative.

- Now, despite prices in surrounding areas falling by larger dollar amounts, prices are declining faster in the Inland Empire, once again increasing the region's

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## 46TH ANNUAL...

continued from pg. 1

Quijada announced the award saying, "The creativity with which Bud and Carmen have managed their family business demonstrates that it has passed the test of time, and we congratulate the family for their successes."

A&R Tarpaulins, Inc. is an ISO-9001:2000 registered fabricator of crafted fabric products, which for over 30 years has been dedicated to providing collaboratively designed, engineered, and manufactured products and services for industrial, commercial, and trucking applications. Applications include, but are not limited to, truck covers and truck cover systems, side curtain systems for trucks, industrial curtains and enclosures, protective weather enclosures, and custom-made protective covers. A&R's sales have grown from under \$200,000 in 1976 to approximately \$3.5 million in 2008. The company finds new markets and then capitalizes in its adaptation of current competencies into new applications. AR Tech, a wholly owned and managed component of A&R Tarpaulins, Inc., was created in the 1980's as the company moved into more technical areas of designing and manufacturing products for aerospace applications. AR Tech addressed the needs for technical fabric products for Hughes, McDonnell Douglas, Rockwell and Lockheed.

In the 1990's AR Industries was established as another wholly owned and managed component of A&R Tarpaulins, Inc., to address requirements for architectural and consumer fabric products. A&R's ISO policies, procedures and training guides, along with the mentoring and training of all employees through quality circle meetings, project planning and review of projects after completion have resulted in A&R receiving a Gold/Gold ranking by Boeing (100% quality and on time delivery), as well as Total

Quality Supplier rating by Lockheed Martin.

Since the early 1980's A&R has been certified as a minority-owned enterprise, and received Small Disadvantaged Business (SDB) certification by the Small Business Administration in 2000. The SDB certification was renewed in 2003 and 2006.

A&R also believes in giving back to the community by creat-

ing a training and mentoring program within the company. At any given time, there are three to six student interns in the program, ranging from high school to college. Co-workers who started as interns are now serving as the company's purchasing manager, reception/order-entry, production supervisor and engineering/quality manager.

Oliver M. Das, a management consultant with Trinity Management Consulting in Corona, has been named the Minority Small Business Champion of the Year by the U.S. Small Business Administration's Santa Ana District Office. District Director J. Adalberto Quijada announced

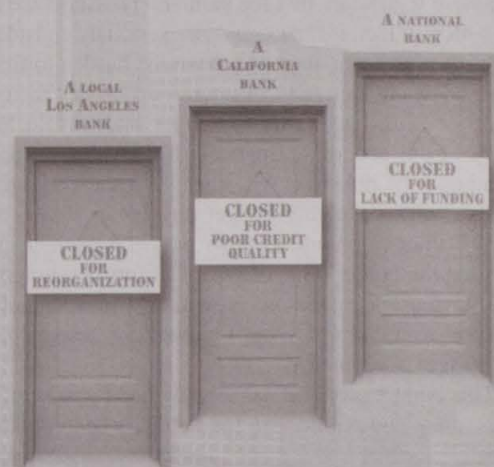
continued on page 18

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## MOTIVATION

### The Blessing in Adversity

By Michael Angier

*"The pessimist sees the difficulty in every opportunity; the optimist, the opportunity in every difficulty."*

When I was about five years old, I lived with my family in Enterprise, Alabama for a few months while my father attended an advanced aviation course at nearby Fort Rucker.

What makes Enterprise, Alabama especially memorable is a strange monument they have in the middle of town. You can't miss it. In fact, you have to drive around it because it sits right in the middle of the road. The monument is a statue to the boll weevil.

It's probably the only monument in the world erected in honor of an insect. It certainly wasn't done because of its aesthetic value—the boll weevil is a particularly ugly-looking creature. Surprisingly, it was erected because of the devastation the boll weevil caused to the cotton crops of the surrounding area.

Why did they honor this pest? Well, had it not been for the boll weevil, the local economy would have continued its unhealthy dependence on its one-crop, one-product economy.

Until then, everything depended entirely on cotton. When the boll weevil came, the farmers and all the other businesses that were reliant on the cotton farmers were forced to recognize the need to diversify.

In the long run, they saw that the boll weevil had, in fact, done them a favor by destroying their crops. No longer were their eggs all in one "cotton basket." They started raising hogs, peanuts and other cash crops, and the entire area was better off for it.

I think it is to those southern farmers' great credit that

they were able to see this "adversity" for what it really was—a great blessing. Too often, we see difficult times as something to avoid—something only to endure. We usually don't see the benefit until much later—if at all.

If we look back at the things in our lives that were

the most trying, the most painful and frustrating, we have to admit that there was value in it. If you can't see this, you're either too close to the situation or are too upset to see clearly.

Our lives are far more enjoyable—certainly more instructional—if we view each thing that happens to us as just that—a happening.

Remember, it's not what happens to us, but our response to what happens to us that makes the difference in the quality of our lives. I believe that everything that happens can be a lesson; every adversity can be a blessing. The following story illustrates this well:

Anthony Burgess discovered he had a brain tumor and only six months to live when he was 40 years old. He was distressed that he had nothing to leave his wife who was soon to become a widow. He decided to write—something he'd always wanted to do. The potential royalty from a book was the only thing he could think of doing to leave any

kind of financial security for his family.

By the end of the first year

and with no certainty that he would ever be published, he finished five novels. But he did not die. His cancer went into remission and then disappeared altogether.

In his long and full life, Anthony Burgess went on to write more than 70 books.

Without the death sentence from cancer, he might not have written anything.

Next time things don't seem to be going the way you want, ask yourself what the positive aspect is. What's the benefit in the adversity?

You'll have greater enjoyment and learn more in the process.

Michael Angier is founder and CIO (Chief Inspiration Officer) of SuccessNet—a support network helping people and businesses grow and prosper. For a free subscription to "SuccessNet Strategies" along with your free copy of "10 Keys to Personal Effectiveness," to to <http://SuccessNet.org>.



Michael Angier

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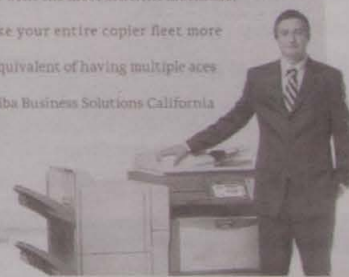
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## Top Health Care Medical Clinics/Groups in The Inland Empire

continued from page 10

Ranked by number of licensed beds

continued on page 37

Medical Group Address City, State, Zip	# of Physicians: Employed Contracted	Organization: (IPA/Grp. Pract.)	Total Employees	Year Founded	Percentage of Prepaid Patients	Urgent Care Services	Nat. Accredited: Surg. Centers Clinic/Group	Top Local Executive Title Phone/Fax E-Mail Address
20. <b>Magnolia Health Care Management</b> 9496 Magnolia Ave., Ste. 206 Riverside, CA 92503	181	IPA	0	1995	N/A	No	N/A N/A	<b>John Mukherjee</b> CEO (951) 359-0779/689-6644
21. <b>Milauskas Eye Institute</b> 39700 Bob Hope Dr., Ste. 109 Rancho Mirage, CA 92270	16	Ophthalmology Group Practice	60	1980	80%	24 Hour on Call	Yes Yes	<b>Tim Milauskas, MD</b> Administrator (760) 340-3937/340-1940
22. <b>NAMM California</b> 3281 E. Guasti Rd., 7th Floor Ontario, CA 91761	21 1,500+	IPA Multi-Specialty	750	1983	95%	Yes	N/A N/A	<b>Leigh Hutchins</b> CEO (909) 605-8000/605-8031 www.nammcal.com
NAMM California manages PrimeCare Medical Network, Inc.								
23. <b>Pinnacle Medical Group</b> 1850 N. Riverside Ave. Rialto, CA 92376	8	Medical Group	50	2003	WND	Yes	Yes Yes	<b>Charles Sabbah, MD</b> President (909) 421-2700/421-2922 www.pinnaclemedical.com
24. <b>Pomona Valley Health Center</b> 1770 N. Orange Grove Ave., Ste. 101 Pomona, CA 91767	8	Premier Family Medicine Associates	36	1996	N/A	No	Yes Yes	<b>Gregory Dahlquist, M.D.</b> Medical Director (909) 469-9490/865-2982 www.pvhmc.org
25. <b>PVHC at Chino Hills</b> 2140 Grand Ave. Chino Hills, CA 91709	4	Premier Family Medicine Associates	46	2003	N/A	Radiology & Physical Therapy	Yes Yes	<b>Gary Fontan, M.D.</b> Medical Director (909) 630-7875/630-7848 www.pvhmc.org
26. <b>PVHC at Claremont</b> 1601 Monte Vista Ave. Claremont, CA 91711	N/A 2	Premier Family Medicine Associates	50	2009	N/A	Yes	Yes Sleep Disorders	<b>Karen Levin</b> Director of Operations (909) 865-9977/946-0166 www.pvhmc.org
27. <b>PVHC at Crossroads</b> 3110 Chino Ave., Ste. 150-A Chino Hills, CA 91709	4	Premier Family Medicine Associates	27	2007	N/A	Yes	Yes Yes	<b>Michael Deanda, M.D.</b> Medical Director (909) 630-7490/630-7491 www.pvhmc.org
28. <b>Prime Care of Redlands</b> 1520 Barton Rd. Redlands, CA 92373	3 50	IPA	15	1982	50%	Yes	No No	<b>Sandee Derryberry</b> Executive Director (909) 798-7766/335-0006
29. <b>ProMed Health Network</b> 4150 E. Concourse St., Ste. 100 Ontario, CA 91764	0 980+	IPA Multi-Specialty	87	1988	80%	Yes	N/A N/A	<b>Jeerreddi Prasad, M.D.</b> President (909) 932-1045/932-1065 info@promedhealth.com
30. <b>Raincross Medical Group, Inc.</b> 4646 Brockton Ave. Riverside, CA 92506	0 10	Multi-Specialty	70	1996	60%	Yes	No No	<b>Deborah Novellino</b> Executive Director (951) 774-2800/774-2846
31. <b>Redlands-Yucaipa Medical Group</b> 255 Terraciana Blvd., Ste. 101A Redlands, CA 92373	10	Medical Group	50	2003	WND	Yes	Yes Yes	<b>Walter Jones, MD</b> President (909) 748-6569 www.rymg.com
32. <b>Riverside Medical Clinic</b> 3660 Arlington Ave. Riverside, CA 92506	123 0	Multi-Specialty Medical Group	725	1935	50%	Yes	Yes Yes	<b>Judy Carpenter</b> President/CEO (951) 782-3744/328-9749 www.riversidemedicalclinic.com
33. <b>Riverside Physician Network</b> 1650 Iowa Ave., Ste. 220 Riverside, CA 92507	0 200	IPA	55	1984	n/a	Yes	N/A N/A	<b>Howard Saner</b> CEO (951) 788-9800/788-0098 www.rpndocs.com
34. <b>San Bernardino Medical Group, Inc.</b> 1700 N. Waterman Ave. San Bernardino, CA 92404	25 120	Multi-Specialty Practice Group	188	1954	65%	Yes	No Yes	<b>James W. Malin</b> CEO/Administrator (909) 883-8611/881-5707 administration@sbmed.com
35. <b>Stanley Trammel, DDS</b> Affiliated w/Hospitality Dental Associates 14285 Seventh St. Victorville, CA 92392	1	Dental Orthodontics	6	1986	90%	24 Hour on Call	No No	<b>Stephanie Urzua</b> Office Manager (760) 243-7957/243-1310
36. <b>U.S. Health Works Medical Group</b> 6485 Day St., Ste. 302 Riverside, CA 92507	1	Occupational & Industrial Medicine	4	1991	100%	Yes	No No	<b>Carmen Wells</b> Center Manager (951) 653-5291/653-2440
37. <b>U.S. Health Works Medical Group</b> 15341 Central Ave. Chino, CA 91710	15	Family Practice, Industrial Medicine	35	1983	35%	Yes	No No	<b>Alparze Jackson</b> Medical Director (909) 628-6011/628-7801

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## THE SAN BERNARDINO SYMPHONY

The San Bernardino Symphony's 2009 - 2010 Season promises to elevate its audience to new emotional heights being held at the California Theatre in San Bernardino.

Maestro Ponti is especially proud his ensemble of talented musicians have become an important cultural presence in San Bernardino and continues to inspire and educate music lovers of all ages.

Season highlights include the San Bernardino Symphony's celebrated family concerts, boasting the thrilling Inland Empire premiere of Mexican composer Carlos Chavez's *Toccata for 6 Percussions* and an exciting grand finale performance celebrating the City of San Bernardino's Bicentennial.

### Grandiose: October 10th

• The 2009 - 2010 Season's opening concert showcases Jean Sibelius's grand *Second Symphony in D Major, op. 43*, and Franz Schubert's *Third Symphony in D Major, D 200*.

### Schumania: Nov. 21st

• This midseason performance features an all-Schumann concert in tribute to the 150th anniversary of the composer's death.

The program will feature his final symphony and most popular concerto, highlighting the artistry of young piano virtuoso Kyle Shafiee

### Musical Fantasies: Jan. 24th

• The San Bernardino Symphony will get feet tapping with Carlos Chavez's *Toccata for 6 Percussions*, Mozart's *Piano Concerto no. 9, K. 271* and Ralph Vaughan-Williams' ever-green *Fantasia on a Theme by Thomas Tallis*.

### Hymn of Praise: A Mendelssohn Masterpiece: March 20th

• The CSUSB Chorus joins forces with Maestro Carlo Ponti and the San Bernardino

Symphony in an electrifying performance of Mendelssohn's *Second Symphony in A Major, op. 52*, featuring the California Theatre's newly restored mighty Wurlitzer 216 organ.

### Celebrate America: A Musical Salute to San

### Bernardino's Bicentennial: May 1st

• The San Bernardino Symphony will pull out all the stops in this symphonic salute to the City of San Bernardino's 200th anniversary with Leonard Bernstein's *Overture to*

*Westside Story*, Samuel Barber's *Violin Concerto* and Aaron Copland's monumental *Third Symphony*.

Tickets can be purchased on-line at [www.sanbernardinomusical.org](http://www.sanbernardinomusical.org) or by phone at (909) 381-5388.

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Bank Name Address City, State, Zip	Tangible Assets (\$ mils)	Tangible Capital (\$ mils)	Tangible Capital Ratio	Risk-Based Capital Ratio	Year to Date Income (\$ mils)	Top Local Executive Title Phone/Fax E-Mail Address
1. <b>Kaiser Federal Bank</b> 1359 N. Grand Ave. Covina, CA 91724	844,840	70,666	8.45	13.30	4,422	<b>Kay Hoveland</b> CEO (626) 339-9663/858-5745 k.hoveland@kffg.com
2. <b>Pacific Premier Bank</b> 1600 Sunflower Ave., 2nd Floor Costa Mesa, CA 92626	737,266	58,211	9.89	11.11	WND	<b>Steven R. Gardner</b> President/CEO/COO (714) 431-4000/714-433-3080

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### 46TH ANNUAL...

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his selection by stating, "Mr. Das is a champion because he is making a difference by reaching out to various small business ethnicities to take their businesses to the next level." Das was nominated by Mark Mitchell, director of the TriTech Small Business Development Center.

Das' career and company mission embodies the characteristics of the Minority Small Business Champion category. His main company goal is to ensure that minority owned businesses win government contracts. In order to succeed, he knows that they need to be prepared. He takes personal interest in assisting them with certification, getting them registered with government agencies, providing business leads and preparing bids with sheer precision. A testimony of his volunteer efforts is hosting seminars, at his own expense for small minority owned businesses. His seminars cover topics such as "How to Win Government Contracts" and "Customer Service Excellence-Going Above and Beyond." Using his expertise in purchasing, Das teaches these business owners a simplified version of the complex subject of government pro-

curement.

Receiving international recognition for championing small business is no small accomplishment and is one that applies to Oliver Das. As he was being nominated locally for this award, he was being called to India to receive an award called Hind Rattan, meaning 'Jewel of India,' from the Government of India. Das and his wife, Pearlle, were recognized for outstanding professionalism and contributions to the Indian small business community both in the United States and India. His academic background, combined with government experience in the U.S. and England give him an edge he has taken advantage of to assist businesses with management, purchasing and contracts in both parts of the world.

Das is an active participant in several ethnic communities, including Asian American, African American, Hispanic, and Native American organizations. He is a family oriented person who spends most of his leisure time with his wife and three children.

U.S. Small Business Administration will be honoring the following individuals and businesses in the Orange County area at the luncheon being held

on June 4th:

**Medhat Gorgy**, president and CEO of PYRAMID Laboratories, Inc. (PLI) headquartered in Costa Mesa, has been named the Small Business Person of the Year. District Director J. Adalberto Quijada announced his selection, saying "Medhat Gorgy is an entrepreneur who has shown drive and dedication in the face of adversity, qualities that propelled him to set new records in a competitive industry like that of biopharmaceutical prescription drugs."

PYRAMID Laboratories, Inc. provides a wide range of advanced sterile product manufacturing and analytical services to the biopharmaceutical industry throughout the United States and abroad requiring the strictest regulatory standards by the U.S. Food and Drug Administration and international regulatory agencies.

**Cathy Daugherty**, a partner at Trademark Insurance in Anaheim, has been named Region IX Women in Business Champion of the Year. Region IX includes Arizona, New Mexico, Nevada, Hawaii and Guam. Her selection was announced by J. Adalberto Quijada, district director who

commended Daugherty for her valuable contributions to women's programs. Daugherty was selected for her untiring efforts to increase business and financial opportunities for women, advocacy of legislation that would benefit and protect women in business and her volunteer work to strengthen the role of women in the business community. She has seized every opportunity to make a difference.

Daugherty started her business as an independent insurance broker in 1991, she immediately became involved in her industry's grassroots advocacy for health care. She began to travel annually to Washington, D.C. and Sacramento to explain the needs of employers and employees concerning the affordability and accessibility of health care. Daugherty took part in drafting legislation that has been mentioned in the State of the Union address twice and was adopted by both candidates in the recent Presidential election. She is a passionate supporter of business issues at the local, state and federal levels, and is committed to the advancement of women in business issues.

**Silvia B. Ichar**, publisher and editor of *Para Todos* magazine

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## Countryside Marketplace Opening in Menifee

Countryside Marketplace held its grand opening in Menifee. The 735,000-square-foot marketplace presently features over 35 stores for shoppers to choose from like SuperTarget, Kohl's, Lowe's, Best Buy, Sport Chalet, Old Navy, Petco and Staples, along with In-N-Out, Panda Express, Red Robin and many others. The shopping center is located at the southwest corner of Interstate 215 and Newport Road in Menifee.

Donahue Schriber, owner and operator of Countryside Marketplace, has been involved in nearly 30 million square feet of retail properties within its 40-year history. Structured as a private REIT (Real Estate Investment Trust), the firm owns and/or operates a portfolio of 93 neighborhood, community, power and community lifestyle shopping centers including five development properties.



Countryside Marketplace

The company's operating and development portfolio encompasses 16 million square feet throughout California, Nevada, Arizona and Oregon.

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## Hospitals Serving the Inland Empire

Ranked by number of licensed beds

continued on page 29

	Hospital Address City, State, Zip	# of Lic. Beds	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1.	<b>Loma Linda University Medical Center</b> 11234 Anderson Street Loma Linda, CA 92354	939	7,430 796 2,336	\$990 million	International Heart Institute, Cancer Treatment Institute, Over 300 Other Specialties	Loma Linda University Adventist Health Sciences Center, Non-Profit	<b>Ruthita J. Fike</b> CEO/Administrator (909) 558-6000/558-0308 www.lomalindahealth.org
2.	<b>St. Bernardine Medical Center</b> 2101 N. Waterman Avenue San Bernardino, CA 92404	463	1,425 400 562	\$217 million	Full Service Regional Medical Center	Catholic Healthcare West	<b>Steven R. Barron</b> President (909) 881-4300/881-7692 (909) 883-8711/881-4546 www.stbernardinemedicalcenter.com
3.	<b>Pomona Valley Hospital Medical Center</b> 1798 N. Garey Avenue Pomona, CA 91767	453	3,295 626 1,023	N/A	Cancer Treatm., Cardiac & Intensive Care, Cardiac Catheterization, Heart Surgery, Regional Kidney Stone Center, Women & Children's Services	Non-profit facility by Community BOD	<b>Richard E. Yochum</b> President/CEO (909) 865-9753/865-9796 www.pvhmc.org
4.	<b>Kaiser Permanente Medical Center</b> 9961 Sierra Avenue Fontana, CA 92335	444	6,188 700 1,613	N/A	Full Service Medical Care	Kaiser Permanente	<b>Greg Christian</b> Executive Director (909) 427-7714/427-7193 www.kp.org
5.	<b>Desert Regional Medical Center</b> 1150 N. Indian Canyon Dr. Palm Springs, CA 92262	388	1,300 250 450	\$178 million	Geriatrics, Rehabilitation, Oncology, Women & Infants, Trauma/Emergency, Inpatient Surgery, Heart Services, Home Health/Hospice	Desert Hospital Dist., Tenet Healthcare	<b>Karolee Sowle</b> CEO (760) 323-6511/323-6580
6.	<b>Arrowhead Regional Medical Center</b> 400 N. Pepper Ave. Colton, CA 92324	373	3,100 380 1,143	\$362 million	Family Medicine, Outpatient/Inpatient Care, Maternity, Neonatal, Burn, Kidney Transplant, Cancer, Cardiac, Orthopedics, Emergency, Trauma	County of San Bernardino	<b>Jorge Valencia</b> Director of Business Development (909) 580-6209/580-6196 valenciaj@arnc.sbcounty.gov
7.	<b>Riverside County Regional Med. Ctr.</b> 26520 Cactus Ave. Moreno Valley, CA 92555	364	1,800 350 300	\$240 million	Neurosurgery, Child Abuse, Orthopedics, Surgery, Fam. Practice, Obstetrics, Level II Adult & Pediatric Trauma Units	County of Riverside	<b>Douglas Bagley</b> CEO (951) 486-4470/486-4475 www.rcrmc.org
8.	<b>Riverside Community Hospital</b> 4445 Magnolia Avenue Riverside, CA 92501	364	1,583 403 593	N/A	HeartCare, 24-hr. ER/Trauma, Inpatient/Outpatient Surgery, Intensive Care, Kidney /Kidney-Pancreas Transplant, Orthopedics Physical/Occupational/Environmental Medicine	HCA	<b>Michael Rembis</b> CEO (951) 788-3000/788-3494 www.rchc.org
9.	<b>Community Hospital of San Bernardino</b> 1805 Medical Center Drive San Bernardino, CA 92411	321	1,200 250 n/a	N/A	Full Service Medical Center, Obstetrics/ Neonatal Intensive Care, Comprehensive Rehab., Mental Health, 24 Hr. Emergency, Outpatient Surg.	Catholic Healthcare West	<b>Diane Nitta</b> V.P. of Operations (909) 887-6333/887-6468 www.chsb.org
10.	<b>Eisenhower Medical Center</b> 39000 Bob Hope Drive Rancho Mirage, CA 92270	289	2,218 400 643	N/A	Emergency, Cardiology, Orthopedics, Lucy Curci Cancer Care, Diabetes, Parkinson's, Alcohol and Drug Treatment	Community-Based Non-Profit	<b>G. Abrey Serfling</b> President/CEO (760) 340-3911/773-1425 www.emc.org
11.	<b>San Antonio Community Hospital</b> 999 San Bernardino Road Upland, CA 91786	279	2,018 500 677	N/A	Medical/Surgical, Critical Care, Maternity, Radiology & Physical Therapy, Neonatal, Pediatrics, Cancer Treatment, Cardiac, and Outpatient Services	Independent Non-Profit	<b>Steven C. Moreau</b> President/CEO (909) 985-2811/985-7659 www.sach.org
12.	<b>Hemet Valley Medical Center</b> 1117 E. Devonshire Ave. Hemet, CA 92543	244	1,000 200 287	N/A	Emergency Department, Cancer, Treatment, Maternity & Women's Services, Cardiac Care, Outpatient Lab	Valley Health Systems	<b>Fred Harder</b> CEO (951) 652-2811/765-4815 www.valleyhealthsystem.com
13.	<b>LLU Children's Hospital</b> 11234 Anderson St. Loma Linda, CA 92354	244	372 107 287	N/A	Pediatrics, Cardiology, Oncology, OB/GYN Gastroenterology, Neurology, Pathology, Radiology	Loma Linda University Adventist Health Sciences Center	<b>Ruthita Fike</b> President/CEO (909) 558-4000/558-0308 www.lomalindahealth.org
14.	<b>Corona Regional Medical Center</b> 800 S. Main Street Corona, CA 91720	228	921 308 227	N/A	Full Service Medical Center/ Rehabilitation Hospital, Behavioral Health, Comprehensive Cancer Center	Vista Hospital Systems, Inc. Non-Profit	<b>Ken River</b> CEO (951) 736-6240/736-6310 www.coronaregional.com
15.	<b>Kaiser Foundation Hospital</b> 10800 Magnolia Avenue Riverside, CA 92505	215	3,600 400 635	N/A	Full Service Medical Care	Kaiser Foundation Hospitals	<b>Vita Willett</b> Executive Director (951) 353-4600/353-4611
16.	<b>Redlands Community Hospital</b> 350 Terracina Blvd. Redlands, CA 92373	206	1,500 354 250	N/A	Cardiac Rehab., Radiation/Onc., Gen./Laposcopic Surg., Level II Intens. Care Nursery, High Risk OB, Neurosurgery, Orthopedic Surg., Wound Care, Home Health, Hospice, Phys. Therapy, Pediatrics, Behavioral Medicine, ICU, Urology, Gastroenterology	Community Non-profit	<b>James R. Holmes</b> President/CEO (909) 335-5500/335-6497 www.redlandshospital.org
17.	<b>Parkview Community Hospital Medical Center</b> 3865 Jackson St. Riverside, CA 92503	193	889 426 264	N/A	Inpatient Diabetes Program, Curtis Cancer Center, Osteoporosis Imaging & Prevention Center, Level II Intensive Care Nursery, Occupational Med. Clinic Wound Spec. Center, Maternity, Urgent Care, Breast feeding Center	Arlington Health Services Corp. Non-Profit	<b>Douglas Drumwright</b> CEO (951) 352-5400/354-5427 www.pchmc.org

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

# SOME PEOPLE SAY THE NICEST THINGS.



**RANKED AMONG THE TOP 5%  
OF HOSPITALS NATIONWIDE**

HealthGrades, the nation's leading independent health care ratings company, analyzes more than 5,000 hospitals across the country. And these objective ratings have all kinds of great things to say about Pomona Valley Hospital Medical Center.

Our people are always working to provide the best in health care and treatment for the community. And we're pleased that an independent source shows our results are among the best. Because, after all, modesty forbids saying so ourselves.

### 2009 HEALTHGRADES RECOGNITIONS:

**RANKED AMONG THE TOP 5% OF HOSPITALS IN THE NATION FOR OUTSTANDING PATIENT EXPERIENCE**

**Women's Health Specialty Excellence Award™ — Ranked among top 5% of hospitals nationwide in Women's Health**

**Maternity Care Service Excellence Award™ — Ranked among top 10% of hospitals nationwide in Maternity Care**

**Women's Cardiac Services — Ranked among top 5% of hospitals nationwide in Women's Cardiac Services**

**Highest possible Star Ratings for treatment of Sepsis**

Five-Star Rating – Heart Failure

Five-Star Rating – Sepsis

Five-Star Rating – Appendectomy

Five Star Rating – Maternity Care

Five Star Rating – Women's Health

Five-Star Rating – Community Acquired Pneumonia



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**Pomona Valley...***continued from pg. 11*

ical center will also offer the region's only accredited Sleep Disorders Center (scheduled to open in late summer 2009), a full-service Urgent Care Center, occupational medicine services and a 1,200-square-foot community room for health education classes, support groups, and other community health activities. Other services within PVHC at Claremont include extensive physical therapy services including sports medicine and athletic rehabilitation, lymphedema management, balance and fall reduction services, and multiple rehabilitation programs.

The first of the PVHC sites in Chino Hills (on Grand Avenue) also offers extensive radiology services including a 32-slice CT scanner, ultrasound, mammography and plain film scanning. Physical therapy services include specialized services for children and the region's only MediCare-approved aquatic therapy pool.

Like the Claremont facility, PVHC at Chino Hills has a community conference room used for a variety of wellness classes including safe sitter classes and child birth education classes. Also available are a variety of multi-specialty physicians' offices including OB/GYNs, sleep specialists and urologists.

The PVHC site at the Crossroads Center is home to both urgent care and occupational medicine services, making it easy for those who may be injured on the job to seek medical care quickly. Rounding out services for PVHC at the Crossroads are both sports medicine specialists and plain film radiology services.

Supporting the three PVHCs is the hospital's Family Health

Center (FHC) in Pomona where local residents can seek family medicine care. At the core of the Family Health Center are the 18 resident physicians of the hospital's Family Medicine Residency Program. These newly graduated physicians work with experienced family physicians as part of their three-year, UCLA-affiliated residency.

One of the most distinguishing features for all of the satellite sites is the digital technology that supports physicians and other caregivers. Digital imaging has made it possible to complete radiology scans and provide the results to your doctor in two hours, on average. Even better, scans taken at one of the Chino Hills sites can be viewed on-line by clinically licensed staff in Claremont without the hassle of transporting films. Physicians can view the films on-line whether in their office, at home, or at the hospital. Copies of scans can also be provided to patients on CDs.

Complementing the digital scans are electronic medical records available at all of the hospital's satellite facilities. Many healthcare experts believe that digital medical records and computerized record keeping will help prevent mistakes when different doctors prescribe redundant treatments. Computerized, digital medical records will provide the patient's physicians with a detailed medical history that could help diagnose and treat patients more efficiently and effectively.

For further information on PVHMC's satellite facilities, please contact the hospital's Health Information and Resource Center at (909) 865-9858.

### Offers Satellite Medical Facilities with Cutting-edge Technology and Electronic Medical Records and Radiology Scanning.

## PEOPLE, PLACES AND NOTES

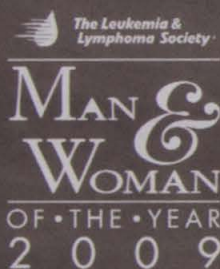
At the entrance of the LA/Ontario International Airport, the **Comfort Suites Ontario Airport** (909-605-0700; [www.comfortsuites.com](http://www.comfortsuites.com)) has opened. The property features 100 suites and meeting and banquet spaces that accommodate up to 100 people. Situated 2.5 miles from LA/Ontario International Airport and adjacent to Ontario Mills Mall, the **Country Inn and Suites** by Carlson-Ontario Mills Mall (909-204-5365; [www.countryinns.com/ontario-mills](http://www.countryinns.com/ontario-mills)) opened with 117 guest rooms and more than 2,100 square feet of meeting space, including a boardroom. An eight-story **Embassy Suites** (800-362-2779; [www.embassysuites.com](http://www.embassysuites.com)) is

under construction in Ontario and slated to open in 2010. The **Hilton Garden Inn San Bernardino** (800-321-3232; [www.hilton-gardeninn.com](http://www.hilton-gardeninn.com)) is on track to open by the end of 2009. The property will have limited meeting space. **Miramonte Winery** (951-506-5500; [www.miramontewinery.com](http://www.miramontewinery.com)) in Temecula Valley is undergoing a multi-million-dollar makeover. When the work is completed later this year, the hilltop winery will take on a Mediterranean ambiance with Tuscan-style stonework, and a 10,000-square-foot indoor and outdoor terrace and garden that will accommodate small groups. **Great Lakes Airlines** will add two flights per day, Monday through Saturday, to and

from the LA/Ontario International Airport to Four Corners Regional Airport in Farmington, New Mexico. **Porsche Cars North America, HelioPower and Sharp Solar Energy Solutions Group** unveiled an 80 kW urban solar power system at the Porsche Logistics, LLC facility in Ontario. It is the first solar power system deployed at any of its U.S. locations. **Crocs**, a leading shoe designer, manufacturer and retailer, signed a 400,000-square-foot lease at ProLogis Park Ontario Airport. **Safelite AutoGlass**, the leading provider of glass repair and replacement services, signed a lease for 282,000 square feet of industrial space at ProLogis Park Ontario in Ontario. **MWB Copy**

**Products, Inc.** signed a five-year, \$1.1 million lease for 6,987 square feet of office space in Ontario at Concours Corporate Center. **Monavie, LLC**, a nutritional-product company, leased a 56,585-square-foot industrial building located at 1800 S. Turner in Ontario. **Aspen Distribution**, a 3rd party logistics company, leased a 102,878-square-foot industrial building at Crossroads Business Park in Ontario for \$3.5 million. **Scientific Image Center Management Inc.** signed a 10-year, \$2.37 million lease at 4550 Ontario Mills Parkway. The lease gave the company the entire bottom floor of the building. **Weingarten**

*continued on page 37*



For ten weeks, community, corporate, and civic leaders raise money to compete for the title of The Leukemia & Lymphoma Society's Man & Woman of the Year. The ten weeks culminate with our Man & Woman of the Year Grand Finale Celebration. Please join us as we celebrate the successes of all the candidates, enjoy live and silent auction, entertainment, and announce our 2009 Man & Woman of the Year.

Tuesday, June 30th  
6:00 pm - 10:00 pm

Live & Silent Auction | Cocktails | Dinner | Entertainment  
Announcement of the 2009 Man & Woman of the Year



Riverside Marriott  
3400 Market Street / Riverside, CA

\$75 Donation Per Guest

Please RSVP by June 19, to Heidi de Leon at 714.481.5609

[www.manwomanoftheyear.org/ie](http://www.manwomanoftheyear.org/ie)

### 2009 Man & Woman of the Year Candidates



Matt Friedlander  
Regional Marketing Manager  
Enterprise Car Sales



Rebecca Goldware  
President of the Board of Directors  
YWCA of Riverside County



Christopher Maggio  
Executive Vice President  
Inland Valley Bank



Mary Parks  
Journalist  
NBC 4 News



Cynthia Wright  
Owner  
The Wright Image

## SUMMER CONCERTS IN WINE COUNTRY!



Friday,  
June 19, 2009  
**THE KNACK**  
WIENS FAMILY CELLARS  
in Temecula  
Helping to support  
California Family Life Center



Saturday,  
July 18, 2009  
**MISSING PERSONS**  
Featuring Dale Bozzio  
WIENS FAMILY CELLARS  
in Temecula  
Helping to support  
Temecula Valley Wine Growers Assoc.



Saturday,  
August 8, 2009  
**AMBROSIA**  
WIENS FAMILY CELLARS  
in Temecula  
Helping to support  
S.A.R.E. and P.A.L.



Saturday, July 11, 2009  
**AWESOME 80S SHOW!**  
Featuring Berlin, Flock Of Seagulls,  
Gene Love Jezebel and More!  
With Special Guest Host Richard Blade  
Diamond Stadium, Lake Elsinore



Saturday, August 15, 2009  
**ROCKFEST 2009!**  
Featuring Warrant, Great White,  
Adler's Appetite, The Gilby Clarke  
Band, and MORE!  
Hosted By Gilby Clarke (Guns N' Roses and Rocketman Supernova)  
Diamond Stadium, Lake Elsinore

Buy your tickets today!  
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## Legislators...

continued from pg. 2

UC. "Only five other public universities in the country have a similar status, with UC receiving the greatest level of autonomy. This completely outdated model results in the Regents thinking they are above the law. They continuously violate the public trust and disrespect students and taxpayers."

"It's obvious that leaders of the University of California are out of touch with the real world," said Ashburn. "By approving big salaries and benefits, UC Regents showed they are oblivious to the state's economy and state budget realities. While

for the UC administration to stop acting like a private institution," said Yee, who is an alumnus of UC.

California's families and businesses are cutting back, UC paychecks are getting fatter. SCA 21 will hold UC Regents accountable to the people of California. My goal is to restore the luster of the University of California as a gem, while protecting the taxpayers from lining with gold the pockets of university bureaucrats."

"At a time when the university has raised student fees and is considering cutting the pay of its lowest-paid workers, it is simply wrong to be giving the two new chancellors more gold-plated benefits," said Nestande. "If students have to tighten their belts, then everyone in the UC system must also tighten theirs. If UC's leadership does not get this,

continued on page 25

### CVB Financial Corp. Ranks No. 10 Among Top 25 Performers in 2008

CVB Financial Corp., parent company of Citizens Business Bank, was recently recognized as one of the Top 25 Performing Banks in the nation. CVB Financial Corp. was recognized by the American Banking Association as a result of its outstanding return on average equity. CVB Financial Corp. ranks #10 with a return on average equity of 13.75%. This is up from #18 in 2007.

The ABA study ranked the performance of domestic publicly held banks, thrifts, and holding companies with assets over \$3 billion as of Dec. 31, 2008. A total of 145 financial institutions qualified under the selection criteria. The ABA Banking Journal applauded CVB Financial Corp. for its strong earnings, despite operating in one of the hardest hit markets in the country: Southern California's Inland Empire.

"We are pleased to be recognized among this elite group of companies," commented Chris Myers, president and chief executive officer. "It validates our commitment to provide our shareholders with a superior return on their investment and our customers with the safety and soundness they deserve."

CVB Financial Corp. also received the prestigious Super Premier Performing Bank rating from the Findley Reports for 2008. This represents the 19th consecutive year that the company earned this important peer recognition award.

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## Legislators...

continued from pg. 24

grants them."

"ACA 24 and SCA 21 will fill the need for greater accountability and oversight of the UC Board of Regents," said Portantino, chair of the Assembly Higher Education Committee. "If enacted, these Constitutional Amendments will provide the appropriate amount of oversight by making the Regents directly accountable to the public. This will ensure the decisions they make are in the best interest of students and the state."

"The University of California has flagrantly abused its power," said Romero, chair of the Senate Education Committee. "The mere fact that we are compelled to introduce a Constitutional Amendment forcing oversight and accountability stems from the UC's continued arrogance."

The university has been plagued by several scandals over the years, most recently when the Regents approved double digit compensation hikes earlier this month to two new chancellors earning over \$400,000 each. In the same meeting, they significantly raised student fees and squelched public comment by holding the meeting via teleconference.

Since 2004, there have been several attempts to reign in egregious actions by the UC. However, the questionable conduct continues:

- the UC approved several executive compensation packages behind closed doors, resulting in SB 190 (2007) to require such actions to be done during public session.
- the UC continues to hold closed door meetings to discuss executive compensation packages.
- low-wage workers were forced out on strike after receiving no relief from their poverty wages and were later threatened with retaliation by UC administrators.
- the university conducts research on teen smoking cessation funded by the tobacco industry.
- campus auxiliary organizations fail to comply with the state's public records act, resulting in SB 218 (2009).
- public contracts have often been kept secret, including financial audits at UCSF, resulting in SB 1696 (2008).
- workers have been disenfranchised during elections to a pension advisory board.
- UC Regents ignored a legislative resolution, SCR 52 (2007), requesting employees be given shared governance of their pension plan.
- the Legislature approved AB 2581 (2006) and SB 1370 (2008) to grant student speech rights and protect journalism advisors from retaliation.
- the UC has handed out several "golden parachutes," including individual severance packages in the hundreds of thousands of dollars.
- after receiving generous severance packages, some high level executives have been im-

continued on page 37

## It's Really Bad...

continued from pg. 13

over the next few years.

affordability. This should place upward pressure on domestic migration, and thereby population,

### Quality of Life:

Despite a 37% decrease in the number of days that the region exceeded the California ozone standard since 1990, the region still exceeded the standard three times more than either Los Angeles or San Diego in 2007.

The Inland Empire has reduced crime by 24% since 1997, however most of the decline took place before 2000. The City of San Bernardino still has one of the highest crime rates in the nation. Recent anti-crime initiatives appear to have decreased crime in some of the more dangerous cities in the region.

Educational outcomes also fall below the California average by most measures. Riverside County is working to close the educational gap. In the last few years Riverside has outspent California and San Bernardino County on a per-pupil basis, and during this time has outperformed San Bernardino in proficiency levels. The Inland Empire has also seen the greatest increase in university enrollment compared to other areas in southern California.

The government's ability to respond to the social demands of the Inland Empire will improve quality of life in the region. Initiatives to further implement anti-crime programs, institute pollution controls, and increase funding for education address quality-of-life issues, and help ensure that the social environment keeps up with the pace of economic development.

Next year we look forward to presenting even better news, of an economy on the verge of springing once again into a mode of growth and prosperity.



Please allow us to introduce ourselves: Triton Communications, Inc., a full service telecommunications company. Originally formed in 1981, and incorporated on August 12th 1982. We began as a contractor providing installation service for Rolm of California. In 1985, Triton Communications, Inc. became an interconnect and began to serve its own customers.

We are very proud to say that many of our original customers are still with us today. Please review the list of services and qualifications below. We are certain you will find that Triton Communications, Inc. can be of assistance to you and your company. We have a very well trained technical staff and our installation and service technicians have an average of fifteen years experience each. The following is a list of our services:

- Sales and Service of refurbished (Nortel, Toshiba) & new (NEC) telephone systems and equipment.
- Complete System cabling of voice, data, and computer networking.
- Voice Mail and Paging systems to Video conferencing and Call Accounting systems.
- Providing Local Dial Tone, T1, Long Distance and 800 numbers.
- VoIP solutions.

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www.tritoncomm.com





# INLAND EMPIRE People and Events



## Loma Linda Ronald McDonald House

Walk in Relay for Kids—Raise money for the Loma Linda Ronald McDonald House.

The mission of the Ronald McDonald House of Loma Linda is to provide a "home away from home" for families of critically ill and injured children receiving medical treatment at Loma Linda University Children's Hospital and nearby medical facilities.

For more information about Loma Linda Ronald McDonald House, visit [www.llrmh.org](http://www.llrmh.org) or call (909) 558-8300.



### West End Shelter Landmark Kick-Off Fundraiser!

Join West End Animal Shelter & HMC Architects to celebrate the first phase of building and renovation projects, to make this community's shelter state-of-the-art for decades to come.

This event will consist of music, food, wine tasting, guest speakers, silent auction, and much more.

Date: Friday, June 26, 2009 Time: 6-9p

Location: HMC Architects, Ontario

Tax-Deductible Donation: \$150

RSVP by 6/12: 909-947-3517 [www.WestEndShelter.com](http://www.WestEndShelter.com)



The Women Leaders Forum of the Coachella Valley will host a luncheon and pay tribute to its founder Mary T. Roche, former mayor of Indian Wells and 37th Senate District "Woman of the Year."

For information about the Women Leaders Forum of Coachella Valley, visit [www.wlfdesert.org](http://www.wlfdesert.org).

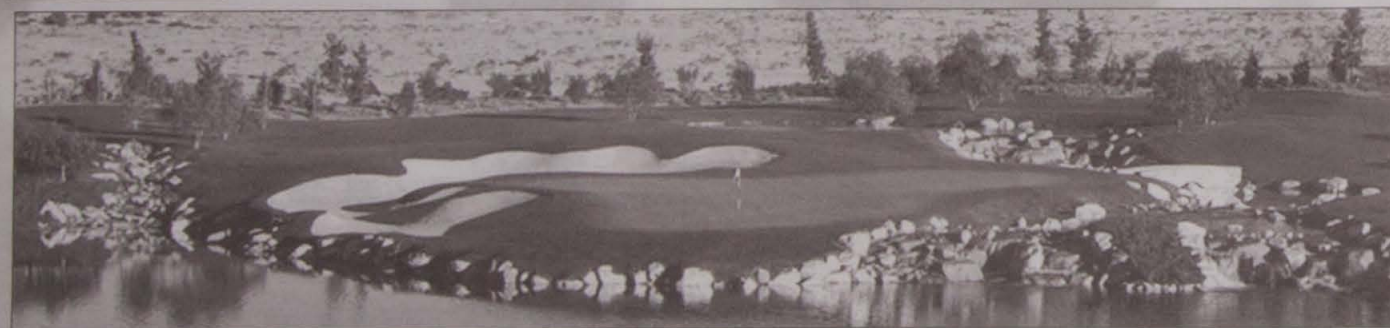


Palm Springs Unified School District breaks ground for Painted Hills Middle School. The school is scheduled to open in fall 2011, to ease overcrowding at Desert Springs Middle School.

For more information about Palm Springs Unified School District, visit [www.psusd.us](http://www.psusd.us) or call (760) 416-6000.



The Yucca Valley Chamber of Commerce held its 2009 Chamber Challenge Golf Tournament. The day was filled with great prizes, atmosphere, and most importantly it was a place to network with local businesses and the Yucca Valley Chamber of Commerce.



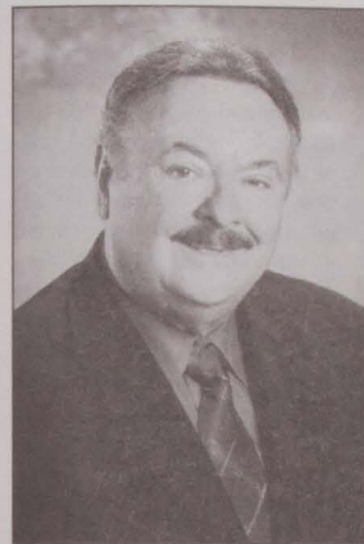
Annual golf tournament will raise money for scholarships. The California Desert Association of REALTORS held its annual golf tournament May 5 at the Indian Wells Country Club.

The event aimed to raise money for the association's scholarship fund, Olive Crest Home & Services for Abused Children and the Coachella Valley Rescue Mission.

For more information about Indian Wells Country Club, visit [www.classicclubgolf.com](http://www.classicclubgolf.com) or call (866) 682.4090.

## Ronald Schmidt Joins Desert Commercial Bank

Respected Los Angeles-area banker Ronald Schmidt, formerly with Bay Cities National Bank in Redondo Beach, has been named executive vice president/chief credit officer at Desert Commercial Bank (OTCBB:dbc). He brings nearly 40 years of experience to the Palm Desert-based community bank, much of it in credit administration and loan portfolio management.



Ronald Schmidt

Schmidt has served almost 17 years as a chief credit officer in coastal Southern California banks, beginning in 1992 with Palos Verdes National Bank and later, at Peninsula National Bank. He took the chief credit officer reins at Bay Cities National Bank in 1995 and stayed until April of 2009, when he had the opportunity to be reunited with long-time colleague Tony Swartz, current president and CEO of Desert Commercial Bank.

The two executives worked together for several years in Alaska. Schmidt spent 17 years there as a commercial loan officer and manager at National Bank of Alaska, a \$1 billion bank headquartered in Anchorage. He was later recruited by Alliance Bank to manage its special assets division, taking on responsibility for a \$500 million loan portfolio created by the merger of five different banks.

At Desert Commercial Bank, Schmidt assumes responsibility for managing all aspects of credit risk and loan administration. The business bank's diversified loan portfolio includes a mix of construction, commercial real estate, agri-business and commercial/industrial loans. It is the only locally owned bank with locations in both Imperial and Riverside counties.

The Southern California native graduated from Chino High School. He went on to earn his college degree at Pacific Lutheran University.

## Temecula Valley Bancorp Report

Temecula Valley Bancorp Inc. (NASDAQ:TMCV), reported a net loss of \$36.2 million, or \$3.61 per share, for the three months ended Mar. 31, 2009, compared to net earnings of \$1.5 million, or \$0.14 per share for the same period of 2008. Results were driven primarily by loan loss provisions of \$22.5 million, a decrease in net interest income to \$5.9 million due principally to an increase in non accrual loans and the reversal of interest income for new non accrual loans, and other losses related to deteriorating real estate and secondary market conditions.

Other first quarter 2009 highlights include:

- Total loans held in portfolio remained relatively flat at \$1.1 billion.
- Total deposits increased nearly 10% year-over-year to \$1.33 billion; while core deposits increased 5% over previous quarter.

*continued on page 32*

## Why California Must Save Its Educational System

By David W. Stewart

Dean, Anderson Graduate School of Management  
University of California, Riverside

California's budget crisis seems to grow worse by the day. The crisis has given rise to the need for deep cuts in the California budget as well as the borrowing of funds from local governments, who face their own budget problems. It is inevitable that there will be significant economic pain before the state rights its budget. In the meantime, the state faces the need for hard tradeoffs. In such an environment the easy route is to call for sacrifice, try to spread the pain evenly, and spare no one. Yet, as any who has responsibly managed a budget knows, some things are more important than others. Even when many things are important, some are still more important. So, what should be at the top of the list of priorities during a period of budget constraints?

Some would argue that investment in infrastructure, roads, bridges, and public works, are critical to maintain quality of life and stimulate the economy. This is largely the philosophy of the Obama stimulus package. Others would argue health care is critical. After all, a healthy population is likely to be more productive than one that is not healthy. Still others would argue that public safety should be at the top of the list because safety and security are fundamental to the workings of a society. All of these things are important. But in setting priorities it is important to begin with an understanding of first causes, that is, what is it that makes everything else work.

In California, and in most modern societies, education is the first cause. The success of California, and the wealth associated with that success, has been driven by education. Silicon Valley had its genesis in strong institutions of higher education. An educated labor force was instrumental in California becoming a center of aerospace and defense industries. The emerging industries in bio-technology and the life sciences have their roots in education. Even California's rise as a potent producer of agricultural products was driven by the growth of agricultural education and related research. California's rise as an economic power and as a nation state has been a direct result of its investment in education. Unfortunately, in recent years California has disinvested in education and the state's economic woes are, at least in part, a reflection of this lack of investment.

Education is a requisite for economic development; economic development is not possible without good education. A strong educational system contributes to economic development, increases productivity, and generates individual income. Education drives innovation both because it makes direct contributions to the development of new ideas and because education facilitates the acceptance and implementation of new ideas. Education is also the strongest contributor to social mobility and more equal dispersion of wealth within a society. These effects, in turn, are associated with higher rates of economic growth. Such growth drives the need for and revenue to develop infrastructure. Education drives healthier behavior and is also associated with lower rates of crime. Education is the first cause of much that we value as a society.

Let us hope that as choices are made regarding budgets, priorities, and the hard choices related to resource allocation that we do not lose sight of the first cause.



## SALES

## Forget the Economy - 3 Ways to Boost Sales NOW

By Nathan Jamail

Making 2009 the best year in sales is easier than you may think. Many companies are having a good start and are not choosing to participate in the "recession." They are not using blind optimism; rather they are choosing to take control of their company's economy. The economy between your ears will affect you and your company's success more than the national economy. As soon as people realize what they think and how they act is going to determine their success much more than what the news talks about, then they can experience the same level of confidence and success as those organizations or individuals who are thriving in the "recession." In business, just like in life, people will get exactly what they are willing to accept. Don't accept less and commit to getting more, and you and your team will.

There are three areas to focus on in order to make your own economy:

### 1. Fight the "Power of New":

Fancy marketing programs or sales gimmicks are not going to help companies increase sales in 2009. It's going to take good ol' strong sales leadership and coaching. Aggressive marketing campaigns and big promotions may give a company a short-term boost in sales, but it will not sustain the boost in sales unless the company can sustain the decrease in profit. The lead-

ers who are willing to do what they know and fight the "power of new" will truly win by increasing sales. The "power of new" is the thing when the leaders implement a new program and after 60 days the newness of it has worn off and it starts to look like a lot of work. This is when the idea and the implementation fade away and the team goes back to doing what they did before. Fighting the "power of new" takes a strong leader and commitment to keeping the team excited and motivated. Don't let your sales program go to the black hole of great programs that fade away.

### 2. Go back to the basics:

The key to success in sales is similar to sports. The trick plays and last minute Hail Mary passes don't win games; rather it is the execution and focus on the basics of blocking, running and tackling. In sales leadership, the basics are coaching, practicing and accountability.

Practice Program: Turn your weekly sales meetings into practice sessions. Commit to 45 minutes of practice to a selling skill, not just product information. Fight the temptation to assume that since your sales teams have been selling for years, they don't need to practice. The difference between an amateur and professional is not their tenure but their commitment to practice and getting better! The top reps should practice the most. Implement a daily

role-play program, just like a golfer goes to the driving range before every tournament, or professional teams practice before each game.

Coaching: Conduct weekly one-on-one meetings with reps and hold each person accountable to the needed activity level to ensure their success. In professional sports, we hold the superstars to higher standards and expect more from them at games and at practice. In sales we should do the same. Don't leave your superstars alone because they "know" what they're doing. Remember, if you aren't willing to invest in making your top salesperson better, someone else will. The greatest thing a sales leader can do for their sales team is hold them accountable to getting the next level and accept nothing less.

Building the Bench: Start building the bench by conducting weekly to bi-weekly interviews to make sure you have the best players on your team. Focus your teams' efforts on prospecting for new customers and growing your existing customer base. Ask yourself: "Knowing what I know today, would I rehire this person for my team?" If the answer is "no," then do something about it. Help the employee to become the person you would hire, or hire someone you know can help your team. In this recession it's going to take great leaders to make the tough decisions to

build a winning sales team.

### 3. Focus:

Focus can be your greatest advantage. Many company leaders and employees are distracted by the constant bad news of the economy. Use the distraction to your advantage. While other organizations worry about how to hold out until this "economic downturn" is over, the winning companies will focus on how to take advantage of the current economy and will implement their own "economic stimulus package." Employees are looking for answers and guidance on how they are going to succeed during these tough times. The leader must show their sales team how to create their own success. Develop and implement a plan that shows your team what they are going to do to increase their sales. Many successful leaders will tell you that you can have more success in a down economy than an up economy. This is determined by the focus of the leaders. Determine your plan for success and explain to your team the why, and the how it will be done.

The economy can be the greatest excuse for failure or the greatest motivator to succeed. The choice is yours!

Visit [Nathan Jamail at www.NathanJamail.com](http://NathanJamail.com) or contact 972-377-0030.

## Hospitals Serving The Inland Empire

continued from page 20

Ranked by number of licensed beds

Hospital Address City, State, Zip	# of Lic. Beds	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
18. St. Mary Medical Center 18300 Highway 18 Apple Valley, CA 92307	186	1,450 266 400	N/A	General Acute Care, CT Scan, Cath. Lab, Open Heart, Neonatal I.C., Transitional Care, MRI, 24-Hour Emergency	St. Joseph Health System	Jason Barker President/CEO (760) 242-2311/242-2994 www.stmary4health.org
19. Hi-Desert Medical Center 6601 White Feather Rd. Joshua Tree, CA 92252	179	485 98 114	\$32 million	Medical, Surgery, ICU, SNF, Subacute, Home Care, Hospice 24-hr basic ER, Outpatient Surgery, Imaging, Lab, Rehab, Behavior Health, Rehab. CPSP	Hi-Desert Memorial	Lionel Chadwick CEO (760) 366-6260/366-6251 www.hdmc.org
20. J.F.K. Memorial Hospital 47-111 Monroe Street Indio, CA 92201	145	650 150 n/a	N/A	Surgery, Orthopedics, OB/GYN, Gastro, Oncology, Pediatrics, Internal Medicine, Neurosurgery, Urology, 24-Hr. E.R., Cardiac & Vascular Cath. Lab, Outpatient, Prenatal Svcs., ICU	Tenet Health Care	Dan Bowers CEO (760) 775-8019/775-8014 www.jfkmemorialhosp.com
21. Chino Valley Medical Center 5451 Walnut Avenue Chino, CA 91710	126	560 280 250	N/A	24-hr. ER, Same-Day Surg., ICU, Transitional Care, Chest Pain Ctr., Indust. Care, The Birth Place, Pediatrics, Acute Care	Prime Healthcare Services Inc.	Dr. James M. Lally President/CEO (909) 464-8604/464-8882 drlally@cvmc.com
22. Victor Valley Community Hospital 15248 Eleventh Street Victorville, CA 92395	115	530 250 175	N/A	Outpatient Surgery, Med./Surg. Units Inpatient & Outpatient Behavioral Health Unit, MR/CT/NICU	Community Owned	Catherine Pelley CEO (760) 843-6105/843-6020 www.vvch.org
23. Canyon Ridge Hospital 5353 G Street Chino, CA 91710	106	170 8 30	N/A	Behavioral Health, Alcohol/Drug, Acute Care, Outpatient Programs, 24-Hr. Adult/Pediatric, Assessment, Referral	Psychiatric Solutions, Inc	Jeff McDonald CEO (909) 590-3700/590-4019 kevin.nolan@psysolutions.com
24. Montclair Hospital Medical Center 5000 San Bernardino Street Montclair, CA 91763	102	475 300+ 145	N/A	24 hr. ER, Family Centered Birth Program, OB/GYN, Pediatrics, Outpatient Surgery, Medical/Surgical, ICU/CCU, CT Scan, MRI, Cardio Pulmonary, Mammograms, Physical Therapy, CPSP, Health Education	Prime Health Care	Gregory Brentano CEO (909) 625-5411/626-4777
25. Moreno Valley Community Hospital 27300 Iris Ave. Moreno Valley, CA 92555	101	356 104 116	N/A	Spine Center, OB Services, ER Acute Care Facility Outpatient Diagnostic Services	Kaiser Foundation Hospitals	Vita Willett CEO/Executive Director (951) 243-0811/243-2005
26. Rancho Spring Medical Center 25500 Medical Center Dr. Murrieta, CA 92562	99	500 250 200	WND	24-Hour Emergency, Acute Care, ICU Infusion Therapy, Inpatient & Outpatient Surgery, Maternity Care, Imaging Treatment, Total Joint Replacement Program, Community Education, Breast Care Center, Outpatient	San Diego Hospital Association	Dennis Knox CEO (951) 677-9710/677-0056
27. San Dimas Community Hospital 1350 W. Covina Blvd. San Dimas, CA 91773	93	446 287 150	WND	ER, ICU/CCU, Med./Surg., Sub-Acute Skilled, Maternity, O/P Surg., Phys. Therapy, 24-Hr. Emergency, Bloodless Medicine & Surgery Program, Senior Program	Prime Healthcare	Gregory Brentano CEO (909) 599-6811/305-5677 www.sandimascommunityhospital.com
28. Kindred Hospital 550 N. Monterey Ave. Ontario, CA 91764	91	310 275 70	N/A	Acute Care-Long Term, Intensive Care, Cardio Pulmonary, Rehabilitation Services	Kindred Health Care Corp.	Peter Adamo CEO (909) 391-0333/391-2892 peter.adamo@kindredhealthcare.com
29. Desert Valley Hospital 16850 Bear Valley Rd. Victorville, CA 92395	83	780 201 117	\$347 Million	OB, Imaging, Med./Surg., Telemetry, ICU, Lab., ER, Step-Down Unit, Outpatient Surgery, Diagnostic Catheterization Lab., Birth Place	Prime Care Services	Margaret Peterson, Ph.D. CEO (760) 241-8000 info@primehealthcare.com
30. Robert H. Ballard Rehabilitation Hospital 1760 W. 16th St. San Bernardino, CA 92411	60	250 65 45	\$14.3 Million	Physical Acute Rehabilitation, Industrial Medicine, Pain Management, Pulmonary Rehabilitation	Sun Healthcare Group	Robert R. Herrick CEO/Administrator (909) 473-1275/473-1276 robertherrick@sunh.com
31. Barstow Community Hospital 555 S. Seventh Street Barstow, CA 92311	56	255 76 120	WND	Inpatient & Outpatient Surgeries, OB/GYN, CCU, 24-hr. Emergency Dept. Anesthesiology, Cardiology, Family Practice, Gastroenterology, Synecology, Internal Medicine, Neurology, Obstetrics, Oncology, Ophthalmology, Orthopedics, Pediatrics, Podiatry, Urology	Community Health Systems	Michael Stewart CEO (760) 957-3203/957-3048 www.barstowhospital.com
32. Palo Verde Hospital 250 N. First St. Blythe, CA 92225	41	WND	WND	Full Service Comm. Hospital, Adult/Pediatric Acute Care, Inpatient/Outpatient Surgery, Emergency, Maternity, Women's Health, Home Health	Palo Verde Health Care District	Peter Klune CEO (760) 921-5151/921-5201 www.paloverdehospital.org
33. Mountains Community Hospital 29101 Hospital Rd. Lake Arrowhead, CA 92352	35	162 50 35	\$15 Million	Skilled Nursing Unit, Lab., Radiology, 24-Hr. ER, OB, Physical Therapy, Rural Clinic, Med./Surg. Wing	Hospital District	Charles Harrison Executive Director (909) 336-3651 x3200/336-1179 www.mchcares.com

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### 46TH ANNUAL...

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zine, located in San Juan Capistrano, has been named Small Business Journalist of the Year. District Director J. Adalberto Quijada announced her selection stating, "Ichar is a journalist, a reporter, an entrepreneur and a tireless advocate for women in business whose mission is to make a difference." Ichar was selected from a group of nominees not only for her entrepreneurial and journalistic success, but for her passion and talents as an advocate and activist. For over two decades, Ichar has been a tireless promoter of educating and raising awareness of the contributions small businesses generate to the economy and finding media platforms to highlight and feature local entrepreneurs who are making a difference.

**Robert T. Brown**, owner of Robert Thomas Brown Company (RTBC), has been named the Veteran Small Business Champion of the Year. District Director J. Adalberto Quijada announced his selection and commended him for his commitment to improve the lives of veterans and increase opportunities through his work.

Robert Thomas Brown Company was established in 1984 and was certified in 1990 as a CA Disabled Veteran Business Enterprise. Brown was one of the first Service Disabled Veterans (SDV) to certify his company with the State of California. RTBC is a professional consulting practice focusing on technology, engineering, manufacturing, human resources and training. RTBC employs only disabled or wounded warriors.

**The Institute for Women Entrepreneurs (IWE)**, under the leadership and direction of Sallie Salinas, has been named the Women's Business Center of Excellence. This selection was announced by District Director J. Adalberto Quijada who stated, "Sallie Salinas thrives on making women entrepreneurs succeed and by accepting no excuses from anyone who comes to the center. Sallie and the IWE are surpassing all expectations."

The IWE is a non-profit organization which provides business development services including personalized business consulting, technical training, mentoring and support needed to start and grow successful businesses. The IWE opened in 2006, partnering with the SBA, community leaders, women's associations and business organizations to make a difference in the community. The contribution the IWE makes is evident in its results. The IWE has successfully trained over 5,890 entrepreneurs this year, exceeding a growth benchmark by 200% and created economic impact of over \$6 million.

**The Orange County Small Business Development Center (OCSBDC)**, under the direction of Leila Mozaffari, has been named the Small Business Development Center of Excellence. This selection was announced by District Director J. Adalberto Quijada, who stated, "The Orange County SBDC, under Leila Mozaffari's leadership, is the resource that business owners can count on to ensure that their entrepreneurial dreams become a reality."

Considered one of the best-managed centers in California, the Orange County SBDC provides local small businesses a one-stop source for technical assistance, access to financing, business development, international business resources, education and training. Its programs are offered in English, Spanish and Vietnamese and serve a very diverse clientele; 53% of the center's clients are women, 63% are minorities and 8% are veterans.

**Robert L. Farnsworth**, founder and CEO of Sonnet Technologies, Inc., in Irvine, has been named the Exporter of the Year. He was selected and complimented for his understanding and leadership in international business.

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### Florence Express..

*continued from pg. 43*

tourist attractions are within walking distance of our hotel The Western Excelsior Florence, an undisputed masterpiece in its own right. It was important for our group to stay at a hotel and be surrounded by the rich history of the city. The hotel is found in Piazza Ognissanti and is just moments away from the marvels of Florence: the Renaissance churches of Santa Maria Novella, San Lorenzo and the Duomo; the exquisite Piazza della Signoria; the Uffizi Gallery and the finest masterpieces of Italian painting from Botticelli to Raffaello, Giotto to Leonardo da Vinci; picturesque Ponte Vecchio and its fabled jewelers and leather-work boutiques. From the windows one can see a breathtaking view of the old bridge that stretches from the River Arno, the winding medieval streets that surround the town and views of the panoramic Tuscan countryside—catch the sunset if you are able—it's spectacular! Named one of the top 75 hotels in Europe by Conde Nast Traveler, guests can enjoy the piano bar, the Mediterranean restaurant, and the Westin Kids Club. This five-star hotel also offers 24-hour room service, babysitting and has an onsite health club complete with sauna, jacuzzi and beauty treatments. The service was impeccable and the staff extremely friendly. The Western Excelsior Florence is decorated in 15th century elegance with antiques, fine fabrics, beautiful woodwork and marble floors and is considered a Renaissance palace on the River Arno. An added plus is that it is located only four miles from the airport—giving us extra time to enjoy Florence before we had to say our goodbyes.

Florence is one of the world's most beautiful cities, and hopefully our next visit will allow more time to discover the seven centuries of noble history. You cannot do this in two days, but we gave it our best shot.

### RICK SHOUP NAMED CEO OF BIG BEAR LAKE RESORT ASSOCIATION

Joyce Reed, president of the Big Bear Lake Resort Association, announced the appointment of Rick Shoup as the Resort Association's new CEO. Shoup replaces Ken Brengle, who informed the board of his resignation earlier last month. Brengle, who has an extensive background in Chamber of Commerce management, has accepted the position of CEO of the Torrance Chamber of Commerce.

"We thank Ken for the professionalism and growth that his leadership has provided the RA" Reed said. "We are thrilled to have Rick step in and continue to build on that success." Since 1992 Shoup has been the president of The Advice Group, a marketing consulting firm located in Sherman Oaks. He facilitated the planning of the Resort Association before its inception in 1994, and has worked as its marketing consultant since 1996. Prior to his Advice Group endeavors he worked as a senior executive for major L.A. advertising agencies.

"We interviewed all potential candidates within the organization and determined Rick's depth of experience as a marketer and manager, along with his knowledge of the RA, make him an excellent choice that will provide us with a seamless transition," added Reed.

"I am looking forward to leading the continued development and growth of the RA," Shoup said. "I am eager to become more involved in the Big Bear community."



*Rick Shoup*



## Larry Sharp...

continued from pg. 1

international marketplace. "I have a great love for the Inland Empire, and I see the promise of international trade," Sharp told a gathering of more than 225 business and government leaders. "That is our vision, and that is our dream." Sharp has been with Arrowhead Credit Union for 27 years, building it from six branches and assets of \$58 million to 26 offices and assets of more than \$1 billion. Arrowhead Credit Union now serves more than 154,000 members in both Inland counties.

Sharp also has a long history of civic involvement. He is a past chairman of Inland Action, which advocates on behalf of the Inland area in front of state and national leaders, and chairs the board of the Inland Empire Economic Partnership. Sharp said international trade can help local businesses buttress themselves against a difficult U.S. economy in the short term and also ensure long-term economic growth. "We are sitting on a world-class, just-in-time delivery system here in the Inland Empire," Sharp said. "We have everything we need to make this a real attractive place for international trade and manufacturing."

Gary Ovitt, chairman of the San Bernardino County Board of Supervisors, praised Sharp for his

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## Temecula Valley...

continued from pg. 27

• The balance of loans 90 days or more past due and still accruing was at zero for the quarter.

• Total non interest expense was essentially flat at \$11.7 million despite achieving a 25% reduction in year over year salaries and employee benefits expense. The effect of this improvement was negated by increased loan collection and REO related expenses.

• The company significantly expanded the size and scope of its Special Assets Group (SAG), charged with managing the collection activity of all SBA, conventional and OREO portfolios.

Frank Basirico, chief executive officer of Temecula Valley Bancorp, said, "Although the economy and real estate markets remain challenging, we continued to make progress this quarter against our strategic plan to deleverage our balance sheet, increase deposits, maintain solid liquidity and reduce our costs. As part of this effort, we've taken a number of steps intended to diversify our sources of stable funding, reduce classified assets, shrink our land and construction loans and strengthen our ability to collect on existing loans

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## Inland Empire Motorcycle Dealers

	Company Name	Product Lines Address City, State, Zip	Years in Inland Empire	# of Salespersons Total Employees	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1.	B & B Cycles 13815 Park Ave. Victorville, CA 92392	Honda, Yamaha, Sea-Doo, Polaris, Can-Am	34	4 18	Richard Barnes	Richard Barnes CEO (760) 241-7387/241-7388 bbcycles@aol.com
2.	Callaway Motorsports 1575 University Ave. Riverside, CA 92507	Honda, Kawasaki, Polaris	25	4 N/A	David Callaway	David Callaway Owner (951) 683-8839/784-4715
3.	Chaparral Motorsports 555 S. "H" St. San Bernardino, CA 92410	Honda, Yamaha, Suzuki, Kawasaki	27	30 200	WND	Todd Baldwin Sales Manager (909) 889-2761/386-7340
4.	Doug Douglas Motorcycles 24769 E. 5th St. San Bernardino, CA 92410	Triumph, Brothers Carter	44	2 5	Art Guilfoil, Danny Manthis	N/A Owner (909) 884-4776/384-1096 info@douglassmotorcycles.com
5.	Honda Yamaha of Redlands 215 E. Redlands Blvd. Redlands, CA 92373	Honda, Yamaha, Excelsior, Honda Power Equipment	32	6 23	Sonrex Inc.	Greg Jelleson General Manager (909) 793-2833/793-2474
6.	Malcolm Smith Motorsports 7599 Indiana Ave. Riverside, CA 92504	Yamaha, Suzuki, Sea-Doo, KTM, BMW, Ducati	32	11 52	Malcolm Smith	Malcolm Smith General Manager (951) 687-1300/687-3819 info@malcolmsmith.com
7.	Pomona Valley Harley-Davidson 8710 Central Ave. Montclair, CA 91763	Harley-Davidson, Parts & Accessories Clothing & Collectibles	11	7 57	Barbara E. Pennell, David A. Pennell	Brian Law General Manager (909) 981-9500/706-4501 dana@puhd.com
8.	Montclair Motorsports Yamaha 5505 Moreno St. Montclair, CA 91763	Yamaha	12	8 60	WND	Amanda Lavatai Manager (909) 946-8488/946-2284
9.	Montclair Yamaha of Corona 1245 Pomona Rd. Corona, CA 92882	Yamaha	12	3 10	WND	Eric Bisbee General Manager (951) 738-8111/738-0531 www.coronayamaha.com
10.	Skip Fordyce Harley-Davidson 7688 Indiana Avenue Riverside, CA 92504	Harley Davidson	65	11 100	Dabney Family	Jay Dabney President/CEO (951) 785-0100/785-4924 jason.dodd@skipfordyce.com
11.	Yamaha of Cucamonga Inc. 9760 Foothill Blvd. Rancho Cucamonga, CA 91730	Motorcycles, ATV's, Watercraft, Scooters, Generators	31	2 6	Jay & Scott Conaway	Jay Conaway Owner (909) 987-2411/987-5432 yoc@yocoracing.com

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## MANAGEMENT

## Is Your Company Stuck in the Muck?

By George Hedley

Is your business growing and giving you the results you wanted when you first started your entrepreneurial journey? Or are you stuck in the muck and can't seem to get moving? As small companies begin to grow, they get bogged down, hit challenges, and find roadblocks that hold them back. These include lack of time, energy, money, people, and customers. Many business owners stay paralyzed forever and can't let go or grow. They feel they have to make every decision and hold tight to the controls.

The typical entrepreneurial progression:

5. Company Owner - Opportunity Seeker
4. Systematized and Organized Company
3. Entrepreneur - Business Builder and Growing
2. Small Business Owner - Hands-on Controller and Supervisor
1. Worker - Employee - Manager

Before small business owners start their companies, they're usually competent employees or managers doing a great job for their boss, as shown on Level 1. They're responsible and accountable, hard workers, and dream about the day they can start their own company. Then it finally happens! They get bitten by the "E" bug ("E" is for Entrepreneur) and make a decision to go into business for themselves. The newly minted entrepreneurs suddenly announce they have quit their jobs to start their own companies. After the initial shock, many ask where this new entrepreneur will find the money to get started, attract customers, hire good employees, and pay the bills. Without fear, the new entrepreneur says: "Don't

worry. I'll figure it out!"

After the entrepreneur gets infected, he starts his company and steps up to Level 2 as a small business owner. Here he is in charge of every decision and fully in control of every moving part of the company. He supervises every little item, transaction, customer, proposal, invoice, vendor, and employee. He is the business and without him, there is no business.

Bill started his successful manufacturing business seven years ago. It grew quickly to \$1 million in sales with 15 employees. Then it stopped growing and his profits began to shrink. He was stuck at Level 2. When his company was smaller, it was easier for him to act as the ring-leader, process the work flow, and meet with customers to keep them happy. But now he had to work harder and harder to keep his company above water.

Bill was frustrated and needed help. While he had managers and key employees, he didn't delegate much responsibility. He was still approving every estimate, purchase, shipment, order, and personnel move. When he started his company, he had time to find new customers, manage the work, and make sure everything went well. But now that wasn't happening, and customers were demanding better prices and faster service. Bill was stuck, and his old ways of running the business weren't working.

## Most small business owners get stuck forever.

Most entrepreneurs remain sole practitioners and stay at Level 2 forever. They grow to two men and a truck or to eight employees at one location. And others grow to three managers and 20 employees. But when the company gets to a level where the business owner can't control everything anymore, it gets

stuck and stops growing. They know they need to do something different, let go, hire better people, delegate, install systems, find better customers, improve services, or find more hours in the day. But they don't know what to do next, get frustrated, and exclaim: "HELP! I can't get my business to work!"

Get unstuck!

When you get stuck, you hate to going to work because you have more demands and pressures than you can handle. So what should you do to get unstuck and grow your business?

1. Refocus on what you want! Stop and remember your original dream of owning a growing and prosperous company that achieves your vision and goals, is organized, profitable, has lots of great customers, is run by your empowered management team, and gives you freedom and time to enjoy your life.

2. Realize you are a business builder! You will never reach your goals if you don't grow. Are you too busy working to make any money? To grow, you've got to let go, delegate, and do what you do best. Growth starts with customers who want what you sell. And you are the best salesperson in your company. You must make time to go out and build relationships with loyal customers plus find new ones.

3. Replace yourself with systems! In order to delegate to your team, you need systems and procedures in place that don't rely on you dictating and directing every move and decision on every transaction. Put your standards on paper and train your people to follow them. This is how you get

beyond YOU as the business. Systems allow you to get out of doing and supervising work, and create time to make building your business the top priority.

4. Hire the best! Now that you know where you are going and have systems in place, you can start to build a strong management team prepared to take your company to the next level. Good people without written systems can't do a great job without your constant input.

5. Enjoy the ride! With your company organized and growing, you can now focus on creating more opportunities for your business to prosper and grow.

As Bill's company grew, he learned to delegate more responsibility to his management team. As they stopped relying on Bill to make decisions for them, they started to see the company's potential, and got excited about their new roles and responsibilities. In order to grow, they next needed to standardize their operational systems. Now with managers in charge, they would have to get everyone trained to do things the same way through specific systems and procedures. As his managers began to install systems, Bill gained more free time to meet with existing and potential customers and look for better ways to serve them. He also began looking for opportunities to expand by offering new services and products. Profits began to rise, his equity and net worth grew, and free time became more available. Bill had gotten out of the muck and his business was working!

To get unstuck, what will you do differently with your time to get your business to deliver exactly what you want? Decide what you'll do to make

continued on page 39



## MANY THANKS TO OUR GENEROUS SPONSORS!

The proceeds from the 2009 Wine Extravaganza and Gold Medal Showcase will go to benefit the **Unforgettables Foundation**. For many families, the anguish and heartbreak of a child's death is accompanied by the additional burden of financial incapacity. These proceeds and donations will help to financially assist families with limited resources to offset the cost of final arrangements. Please patronize these outstanding businesses who have made this event a great success!

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### RESTAURANTS

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Ontario, CA 91764  
P: 909-983-1761

#### Haandi Restaurant

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Rancho Cucamonga, CA 91730  
P: 909-581-1951

#### New York Grill

950 Ontario Mills Drive  
Ontario, CA 91764  
P: 909-987-1928

#### Redhill BBQ

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Rancho Cucamonga, CA 91730  
P: 909-929-9558

#### Rosa's

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Ontario, CA 91764  
P: 909-937-1220

#### Saffron Catering

161 West Fourth Street  
Pomona, CA 91766  
P: 909-622-3737

#### The Chain Smoker BBQ

Ed Bell Catering  
P: 951-685-0276

#### Vince's Spaghetti

8241 Foothill Blvd.  
Rancho Cucamonga, CA 91730  
P: 909-981-1003

For more information about  
The Unforgettables Foundation  
visit [www.theunforgettables.com](http://www.theunforgettables.com).

For more information about  
Jerry D. Mead's New World  
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New World International  
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## RESTAURANT REVIEW

### TAPS Fish House & Brewery

By Ingrid Anthony

Still thinking about a dish I had about a year ago, we revisited TAPS Fish House & Brewery and ordered the miso marinated pan roasted Chilean sea bass with Japanese sticky rice, sautéed spinach with red, green and yellow pepper jam. It tasted exactly the same—delicious!

TAPS' menu blends together the favors of France, Asia and New Orleans in a celebration of fresh seafood, U.S. Choice steaks and thick chops. TAPS Fish House & Brewery has two locations—one in Brea which debuted in 1999 and the Corona location—the one I will describe. It is a 17,500-square-foot restaurant which seats around 500 and is located at The Promenade Shops at Dos Lagos. The restaurant has so many nooks and crannies which offers private dining for small and large groups—creating an intimate dining ambiance in a large facility. In

addition, this restaurant has a 14-seat oyster bar, lounge, live entertainment, eight flat screen TVs, four fireplaces, and a cigar friendly heated patio. The atmosphere is very pleasing but the food is divine. Give credit to the brainchild of proprietor Joe Manzella who wanted to create dishes he loved in New Orleans, Seattle and San Francisco. The flavors at TAPS is definitely a team effort and it shows. TAPS serves generous portions, specializing in fresh fish hand cut daily, a varied selection of just harvested oysters, steaks, and even hand-thrown pizzas.

Obviously from its name, TAPS is known for its beers which are brewed on site. The brewmaster, Victor Novak, creates its brews, importing grains and hops from

England and Germany. TAPS has won 30 awards ranging from the Los Angeles County and California State Fairs to the Great American Beer Festival and the World Beer Cup. If you are so inclined, you may take TAPS' beers home in a 64-ounce growler available for sale.

However, if wine is your choice, the selection is also significant. TAPS' wine list has received the Wine Spectator

Award of Excellence for the last eight years. Over 165 domestic and imported wines, priced from \$27 to \$500 are stored in a climate-controlled, custom built wine bin visible from the entry. Wine lockers are

also available for guests. TAPS

thinks of everything!

Their Sunday Jazz Brunch Extravaganza is something not to be missed. It is served from 10:00 a.m. until 2:00 p.m. and the cost is \$29.95 per person. The selection is endless. Their decadent desserts are even prepared on premise by their Executive Chef Nelson Barillas—a perfect way to conclude an enjoyable lunch, dinner or brunch.

Live music is offered on Thursday and Friday nights (playoff games, etc. take precedent, however, so check beforehand). Private dining rooms are available for wedding receptions, company luncheons and meetings. Located on 2745 Lakeshore Drive in Corona, call (951) 277-5800 for reservations or visit [www.tapsfishhouse.com](http://www.tapsfishhouse.com) TAPS is opened for lunch, dinner and Sunday brunch.



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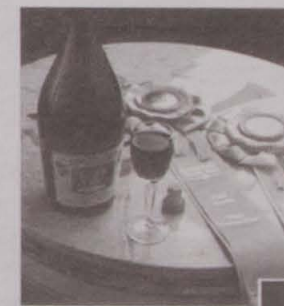
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It's New York without the attitude! This award-winning restaurant is where famous fare is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire's most intimate jazz experience! We take care of every detail with innovative menu items, specialty dishes, dramatic desserts, outstanding wine selection and entertainment to complement your dining experience - and discover our magnificent banquet rooms, perfect for hosting your next event.

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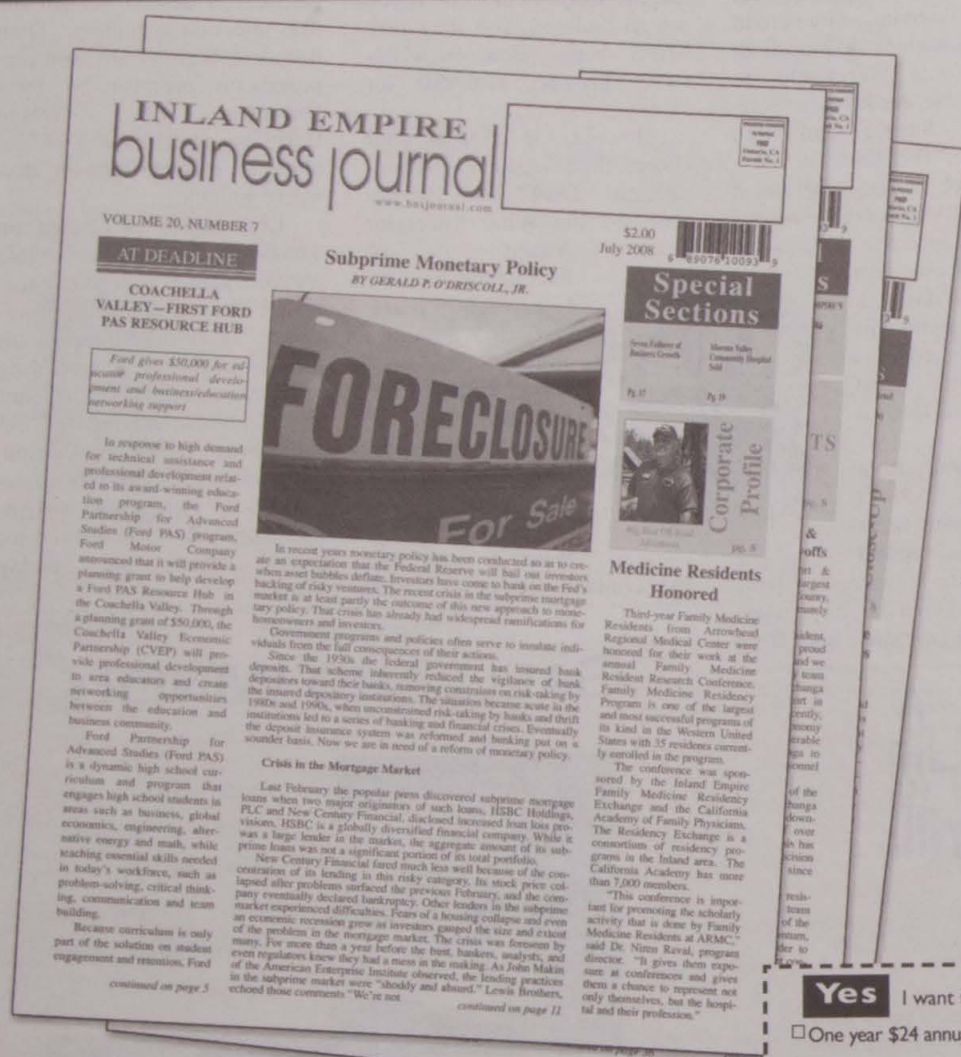
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## Top Health Care Medical Clinics/Groups in The Inland Empire

continued from page 16

Ranked by number of licensed beds

Medical Group Address City, State, Zip	# of Physicians: Employed Contracted	Organization: (IPA/Grp. Pract.)	Total Employees	Year Founded	Percentage of Prepaid Patients	Urgent Care Services	Nat. Accredited: Surg. Centers Clinic/Group	Top Local Executive Title Phone/Fax E-Mail Address
38. U.S. Health Works Medical Group 1760 Chicago Ave., Ste. J3 Riverside, CA 92507	6 10	Day Occupational Health, Industrial Medicine	17	1980	100%	Yes	No No	Eileen Jazo Clinic Manager (951) 781-2200/781-2220
39. U.S. Health Works Medical Group 801 Corporate Center Dr., #130 Pomona, CA 91768	6 10	Occupational Health, Industrial Medicine	15	1980	100%	Yes	No No	Rosemary Lozano Center Manager (909) 623-1954/623-4988
40. U.S. Health Works Medical Group 2171 S. Grove Ave., Ste. A Ontario, CA 91761	2 5	Occupational Health, Industrial Medicine	22	1980	100%	Yes	No No	Mark Ramos Clinic Manager (909) 923-4080/930-0704
41. Western University Medical Center 887 E. 2nd St. Ste. C Pomona, CA 91766	0 3	Dental Family Practice Group	150 16	1971 1983	90% 90%	Yes Yes	NA No No	Chad Tucker Alan Cundar Medical Director (909) 865-2565/865-2955

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

### Legislators...

continued from pg. 2

it has become the yearly norm for Regents to approve double digit student fee increases.

despite the state's budget deficit, Regents frequently provide exorbitant pay hikes for top executives, resulting in SB 217 (2009).

employees have been retaliated against for reporting waste, fraud, and abuse and given no legal protections, resulting in SB 219 (2009).

some campuses have contracted with businesses that have violated wage and hour laws and failed to put contracts out to a competitive bidding process, resulting in SB 1596 (2008).

for the past several years, the Regents have increasingly contracted out the management on the UC Retirement Plan to a number of high-priced pension consultants and money management firms, rather than stick to the decades-old and highly successful practice of using professional university financial staff to trade stocks themselves.

a number of the management contracts of the retirement plan have been awarded to firms owned by members of the UC Investment Advisory Committee.

Joining the legislators in support of the Constitutional change are the Associated Students of the University of California (Davis), American Federation of State, County, and Municipal Employees (AFSCME), University Professional and Technical Employees (UPTe), University Council of the American Federation of Teachers (UC-AFT), California Nurses Association (CNA), and Service Employees Trades Council (SETC).

Assemblyman Nestande proudly serves the communities of Canyon Lake, Indian Wells, Lake Elsinore, Moreno Valley, Murrieta, Palm Desert, Rancho Mirage, Riverside, Temecula, Perris, Wildomar, Winchester, Menifee, Hemet, Anza, Idyllwild, Bermuda Dunes, Mountain Center, and Woodcrest.

### People, Places...

continued from pg. 23

Realty announced the opening of Phase III at **Jess Ranch Marketplace**, a 194,633 square-foot addition to the premier regional shopping center located a few minutes southwest of downtown Apple Valley. Strategically located east of IH-15 at the crossroads of Jess Ranch and Bear Valley Roads, Jess Ranch Marketplace sits next to a strong performing Target store.....**Altura Credit Union** has named Corona resident **Kathy Thayer** as its controller. She takes over the role for Hugo Silva who was promoted to chief financial officer last year. She earned her master's in business administration from the University of LaVerne.

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### Coreland...

continued from pg. 2

assets as well as its current service platform enable the firm to customize a strategy that best suits each asset, regardless of the property type and status."

Coreland's principals and co-founders Galentine and Hite founded the firm in 1990 and worked with numerous financial institutions and venture funds to manage and reposition a variety of real estate assets in the last downturn. Galentine was appointed state court receiver for more than 200 properties over this period.



## MANAGER'S BOOKSHELF

### "Deeply Rooted: Unconventional Farmers in the Age of Agribusiness,"

By Lisa M. Hamilton; Counterpoint, Berkeley, California; 2009; 312 pages; \$25.00.

More than 35 years ago I sat in an introductory economics class in the northeastern United States, listening to a man who was to become one of the foremost economists in the world. His subject was the economic strengths of America. It took him no more than 30 seconds to get to the heart of his topic for the day. It took me 15 seconds to mentally reject what he was saying, but...it always stayed with me.

As the years passed, I came to the conclusion that he was probably right, and, in my literally sophomoric way, I was very wrong. He quoted Nebraska Congressman William Jennings Bryan, who was better known for his "Cross of Gold" speech and his prosecutorial work at the so-called "Scopes Monkey Trial." Although Bryan was a brilliant orator and Democrat politician from the heart of Midwestern farm country during the early 20th Century, I'd nearly forgotten him. Strangely enough, Lisa Hamilton cited the same quote, and in the same context, as my college economics professor did more than three decades ago. This time it has become a lot easier to accept. Here's what he said:

"The great cities rest upon our broad and fertile prairies. Burn down your cities, and leave our farms, and your cities will spring up again as if by magic; but destroy our farms, and grass will grow in the streets of every city in the country."

The point of the quote, the professor's lecture, and the book, are all pretty much the same. The heart of what America has to offer both the world and ourselves isn't based on manufacturing, drilling, dig-

ging, transmission lines, computer chips, or software. What makes our mega-cities possible is food from throughout the United States and elsewhere in the western hemisphere. And, when famine stalks the planet, all eyes turn to America. What they are increasingly seeing is a possible global disaster.

Author Hamilton cites a 70-year-old quote by Milo Reno, who was at the time the president of the National Farmers' Holiday Association. Reno stated, "We are simply demanding the same consideration for our industry that is cheerfully conceded to every other industry. We assume for ourselves the right to obtain this consideration in the same way other institutions obtain theirs; that is, to refuse to deliver the products of our farms for less than production costs." Hamilton points out that the farmers have failed every time they have tried to achieve this goal. She goes on to note that small farmers have failed for several reasons, including the fact that they are steadfastly independent operators.

By the 1960s, not even farm co-ops could make much of a dent in the problem because the agribusiness giants were able to take over huge market shares. Hamilton relates that, "even if ten thousand [farmers] refuse to sell their grain or livestock, there will be another hundred thousand that will sell theirs." In 1961, when asked if he feared the impact of an impending strike by the National Farmers Organization, an executive from the meatpacker Swift & Co. replied, "It wouldn't be a drop in the bucket."

The book's strong suit isn't in facts and figures and the author's advice. It rests on her

interviews with individual small farmers who have discovered niche markets in which they can compete against the giant agribusiness corporations.

It offers stories of how small farmers can lobby Congress and state legislatures, especially when their interests and the interests of agribusiness giants conflict. Most readers don't realize that large dairy farms, for example, aren't simply 500 milk cows with easy access to pasture and barns the size of football fields. They are 2,000 - 5,000 cows living in

several football field sized barns that one of the small farmers (46 cows) calls "penitentiaries" where they are locked up all day and all night.

"Deeply Rooted" holds up a mirror to the new faces of agribusiness. Some are weathered and reflect the determination to retain whatever independence they still have. Others present a false front of a farmer who "just grow through good management." We should study both faces carefully. This book will help.

-- Henry Holtzman

### Bestselling Business Books

Here are the current top 10 bestselling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "Outliers: The Story of Success," by Malcolm Gladwell (Little, Brown & Co...\$27.99) (1)\*  
Why the cause of success can be linked to where you were born.
2. "Suze Orman's 2009 Action Plan," by Suze Orman (Spiegel & Grau...\$9.99) (2)  
Suze offers her classic advice for survival in tough times.
3. "Street Fighters: The Last 72 Hours of Bear Stearns, the Toughest Firm on Wall Street," by Kate Kelly (Penguin Group. \$25.95)\*\*  
Why the toughest kid on the block couldn't assure survival.
4. "The Great Depression Ahead: How to Prosper in the Crash Following the Greatest Boom in History," by Harry Dent (Simon & Schuster) (3)  
How to survive the real economic land mines of mid-2009.
5. "Bad Money, Reckless Finance, Failed Politics, and the Global Crisis of American Capitalism," by Kevin Phillips (Penguin Group...\$25.95) (5)  
How the global economy dropped into an intensive care situation.
6. "Hot, Flat, and Crowded: Why We Need a Green Revolution - and How It Can Renew America," by Thomas L. Friedman (Farrar, Straus and Giroux...\$27.95) (4)  
Why and how "green alternatives" can save the planet and the USA.
7. "Getting Things Done: The Art of Stress-Free Productivity," by David Allen (Viking Penguin...\$15.00) (9)  
Relaxation is the author's secret to increased productivity.
8. "Strengths-Based Leadership," by Tom Rath and Barry Conchie (Gallup Press...\$24.95) (7)  
Strengths that build better leaders and more committed followers.
9. "Lords of Finance: The Bankers Who Broke the World," by Liaquat Ahamed (Penguin Group...\$32.95) (5)  
How four bankers after World War I set the stage for disaster.
10. "House of Cards: A Tale of Hubris and Wretched Excess on Wall Street," by William D. Cohan (Knopf Doubleday...\$27.95) (8)  
How Bear Stearns couldn't fail to make money until it did.

\*(1) -- Indicates a book's previous position on the list.

\*\* -- Indicates a book's first appearance on the list.

### How to Keep...

continued from pg. 7

and simply written. In it include procedures for handling every imaginable scenario, including family emergencies. Ask employees for their ideas for the manual so they feel a sense of ownership with the company.

Additionally, help employees feel involved by having regular meetings where everyone can voice their opinions and concerns. This has an added benefit in that the company can gain valuable information about products and concerns that will hurt the bottom line. Also, host special employee events where the family can be involved, such as picnics, fairs, workshops, etc. The more sense of "family" you can create, the more productive people will be.

Finally, have a designated charity where people can donate both money and time. This helps each person to see the larger picture. Research indicates that people feel better and have better lives when they volunteer. It also helps the company's bottom line by increasing employees' performance and demonstrating to the community that the company cares.

### Keep 'Em Happy; Keep 'Em Working

When workers feel that they are a dynamic and essential part of the team, they are more productive and willing to go the extra mile for their customers and co-workers. Therefore, give praise openly, set goals appropriate to the work, and always take your employees' needs seriously. By respecting and listening to your staff, you'll be giving them the motivational push they need to stay loyal and committed to the company's goals. And when you have a happy and productive workforce that is eager to contribute, your company can weather any economic storm.

For more information visit: [www.LivingFarm.org](http://www.LivingFarm.org) or call: 231-924-2401.

### 46TH ANNUAL...

continued from pg. 31

Sonnet Technologies, Inc. is a world-class computer hardware upgrade company with a product line featuring a range of reliable storage solutions for professional users of Macintosh, Window and UNIX systems in the film, video and broadcast industries. The company was founded in 1986 and has pioneered and brought to market innovative solutions that enhance the performance and connectivity of Macintosh and industry-standard computers. While economic forces have, in recent times, forced many small businesses to close, Sonnet has maintained steady revenues through its far-reaching sales successes.

Bryan J. Zatica, president and CEO of Macro-Z-Technology, in Santa Ana, has been named Region IX Entrepreneurial Success Award winner. This award is presented to a firm that began as a small business and grew to a large business while utilizing SBA programs and services. Winners in this category compete at the district, regional, and national levels.

Macro-Z-Technology is a multi-discipline construction company. It started as a home-based business in 1989 with two employees and was funded with a \$10,000 loan. In two decades, MZT has grown into a company with annual revenues of \$31 million and 265 employees. The company has grown from a specialty subcontractor to a prime contractor that has earned approximately \$346 million dollars in revenue since its inception. The company is headquartered in Santa Ana, with offices in Kent, WA, Boise, ID, and several job site locations throughout the western United States.

For more information about this event, contact Jennifer Hoff at (951) 781-2345, ext. 246 or [jhoff@iesmallbusiness.com](mailto:jhoff@iesmallbusiness.com).

### Skinner Plant...

continued from pg. 3

features 462 sun-tracking stations, each supporting 10 230-watt panels. Each station of panels, weighing about 40 pounds apiece, will generate about 5,000 kilowatt hours of electricity a year. The stations employ a tracking system that allows the panels to follow the sun's path from east to west, producing 25 percent more power than fixed panels.

Man said the \$10 million solar-generating facility is expected to pay for itself in six to eight years or sooner, as the solar generation facility would operate during peak demand periods when electricity costs are the highest. Metropolitan will receive more than \$5 million in rebates from Southern California Edison during the first five years of operation.

### Temecula Valley...

continued from pg. 32

through our newly expanded Special Assets Group. At the same time, we are continuing to move forward with Stifel, Nicolaus & Co. on exploring capital alternatives, and we hope to reach the end of that process in the near future if the opportunities we've identified progress. We have also submitted a new capital raising plan to our regulators and are working closely with them to ensure that Temecula Valley Bank is taking all of the necessary steps to enhance its strength, security and performance."

Marty Plourd, president and COO, said, "Our increase in deposits - which grew by \$36 million since year end, despite the current unfavorable economic environment - reflects the success of our efforts to return to our roots as a traditional community-focused bank, one that puts the needs and interests of our local customers before anything else."

### Is Your...

continued from pg. 33

this happen, get unstuck, and out of the muck.

To get more information on helping your company grow, call 800-851-8553 or visit [www.hardhatpresentations.com](http://www.hardhatpresentations.com).

### Larry Sharp...

continued from pg. 32

work in assisting Inland companies that employ more than 12,000 people in San Bernardino County through their trade activities in 27 countries. He described Sharp as "an icon of this area and a very deserving person."

"International trade is about creating jobs and improving our quality of life," Ovitt said. "It's about regional collaboration, industry innovations and education. We need all of the above in order for our businesses to survive in a globally competitive economy."

The award capped an afternoon of international trade discussions entitled "Exploring the Global Frontier - Grab Your Share of the \$50 Trillion World Economy."

Mark O'Connell, chief executive officer of OCO Global, a leading consulting firm in foreign direct investment and world trade, delivered the keynote address, which can be viewed on the Web at [www.ieep.com](http://www.ieep.com).

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<b>A PLUS CARPET CARE</b> 16626 FLINTRIDGE ST. HESPERIA, CA 92345	<b>COMPUTERS &amp; CABLING TECHNOLOGY</b> 191 WINSOW AVE. RIALTO, CA 92377	<b>HERITAGE CUSTOM POOLS</b> 5384 PEARL ST. RANCHO CUCAMONGA, CA 91701-1214	<b>PIZZA FACTORY ONTARIO</b> 951 N. HAVEN AVE., STE. C ONTARIO, CA 91764	<b>ASSURED LIVE SCAN AND FINGERPRINTING SERVICES</b> 12165 HIGHGATE CT. RANCHO CUCAMONGA, CA 91739	<b>AMA TRANSPORTATION SERVICES</b> 444 E. FOOTHILL BLVD., STE. D RIALTO, CA 92376
<b>ABC EXPERTS</b> 14075 BANCROFT COURT FONTANA, CA 92336	<b>CROWN AUTOMOTIVE HOLDINGS</b> 7343 CROWN HEIGHTS LN. OAK HILLS, CA 92344	<b>INFINITY IRON INC.</b> 6750 ANGELINA CT. CHINO, CA 91710	<b>PRECISION PAINTING CALIFORNIA, INC.</b> 13650 KING CANYON CT. FONTANA, CA 92336	<b>BARSTOW EMPLOYMENT SPECIALIZED TRAINING (B.E.S.T.)</b> 120 CAL AVE. BARSTOW, CA 92311	<b>AMERICAN FAIR LENDING REVIEW</b> 9411 HAVEN AVE., STE. 200 RANCHO CUCAMONGA, CA 91730
<b>ACCESSIBLE DISABILITY ACCOMMODATION</b> 10660 OHIO ST. LOMA LINDA, CA 92354	<b>DANNYBOY ENTERTAINMENT</b> 15996 ALISO DR. FONTANA, CA 92337	<b>IRISH THUG CLOTHING CO.</b> 8236 EMMETT AVE. RANCHO CUCMONGA, CA 91739	<b>RED BARON PIZZA</b> 42173 12 BIG BEAR BLVD. BIG BEAR LAKE, CA 92315	<b>BATES RV RENTALS OF THE INLAND EMPIRE</b> 15351 BIG SKY RD., STE. B APPLE VALLEY, CA 92307	<b>AUTOMOTIVE PHOTOGRAPHY</b> 12361 BROWN CT. CHINO, CA 91710
<b>ADCO ADVERTISING</b> 51471 OREGON TRAIL MORONGO VALLEY, CA 92256	<b>DESERTKAT PHOTOGRAPHY</b> 2035 CARTY PL. NEEDLES, CA 92363	<b>LOGUE + ASSOCIATES</b> 2320 BROADVIEW AVE. UPLAND, CA 91784	<b>S &amp; W MANAGEMENT</b> 15000 7TH ST., STE. 208 A VICTORVILLE, CA 92395	<b>BAYER CEMETERY BROKERS INFORMATION SERVICES</b> 20578 OTTAWA RD. APPLE VALLEY, CA 92308	<b>AZ MARKET</b> 3271 SOUTHDOWNS DR. CHINO HILLS, CA 91709
<b>ADM SUPPLIES</b> 13089 PEYTON DR., STE. C229 CHINO HILLS, CA 91709	<b>DONS MACHINE SHOP</b> 11272 G AVE., STE. A-4 HESPERIA, CA 92345	<b>LOS PARIENTES AUTO SALES</b> 1240 NORTH FITZGERALD AVE., STE. 212 RIALTO, CA 92376	<b>SATURN T.V SHOP</b> 865 E. FOOTHILL BLVD. RIALTO, CA 92376	<b>BIG H TOWING</b> 15367 SCARLET OAK LANE FONTANA, CA 92336	<b>B &amp; E</b> 1005 W. HOLT BLVD. ONTARIO, CA 91762
<b>AMJAD FARHA GROUP INC./LAFARGE PLAZA</b> 308 WEST STATE ST., STE. 1C REDLANDS, CA 92373	<b>DRP CONSTRUCTION</b> 2731 GERRYMANDER RD. BARSTOW, CA 92311	<b>LOVE'S</b> 2974 LENWOOD RD. BARSTOW, CA 92311	<b>SK AIR CONDITIONING</b> 13626 RAMONA AVE. CHINO, CA 91710-5045	<b>BOOTCAMP FOR JUSTICE</b> 1533 W. 11TH, STE. 83 UPLAND, CA 91786	<b>BARGAIN ALLEY</b> 61716 29 PALMS HWY. JOSHUA TREE, CA 92252
<b>ARROW TRANSMISSION SERVICE</b> 9353 8TH ST., STE. B RANCHO CUCAMONGA, CA 91730	<b>EL GRAN CHAPARAL MARKET</b> 9686 CENTRAL AVE. MONTCLAIR, CA 91763	<b>M.B. AUTOSALES</b> 397 N CENTRAL AVE., STE. F UPLAND, CA 91786	<b>STERLING SCHOOL SPIRIT</b> 4195 CHINO HILLS PKWY., STE. 374 CHINO HILLS, CA 91709	<b>CANDY BOUQUET FRANCHISE #6215</b> 123 GRIZZLY RD. LAKE ARROWHEAD, CA 92352	<b>BEAR MOUNTAIN MOTOR CARRIAGE</b> 41282 BIG BEAR BLVD. BIG BEAR LAKE, CA 92315
<b>B&amp;B CONTRACTORS</b> 5031 GLENWOOD AVE. FONTANA, CA 92336	<b>ENTERPRISE COMMUNICATIONS</b> 1322 SAN PABLO REDLANDS, CA 92373	<b>MARIN HOME IMPROVEMENT &amp; COMPUTER SERVICE</b> 16211 CACTUS ST. HESPERIA, CA 92345	<b>SUPERIOR JUMPERS</b> 25724 EDMONT DR. SAN BERNARDINO, CA 92404	<b>CELEBRITIES SPORTS GRILL</b> 127 W. 40TH ST. SAN BERNARDINO, CA 92407	<b>BJ'S BARBEQUE EXPRESS</b> 1980 E. MAIN ST., STE. 18 BARSTOW, CA 92311
<b>BEARY CHAIR COMPANY</b> 26624 MAINSAIL LN. HELENDALE, CA 92342	<b>EVERLASTING MEMORIES</b> 1600 E HOLT AVE., STE. N1 POMONA, CA 91767-5826	<b>MARK'S MOBIL SERVICE INC.</b> 201 S. PENNSYLVANIA AVE. SAN BERNARDINO, CA 92410	<b>THE BISTRO CATERING COMPANY</b> 5555 WOODSCENT CT. FONTANA, CA 92336	<b>CELLPHONEGEEKS</b> 13089 PEYTON DR., STE. C231 CHINO HILLS, CA 91709	<b>BKJ MOTORS</b> 24769 REDLANDS BLVD., STE. G LOMA LINDA, CA 92354
<b>BJ &amp; J WINDOW TINTING</b> 283 W. FOOTHILL BLVD. RIALTO, CA 92376	<b>FIGUEROA CONCRETE</b> 14545 PERAL RD. VICTORVILLE, CA 92392	<b>THE WATER PLACE</b> 12031 5TH ST., STE. C YUCAIPA, CA 92399	<b>THE BISTRO CATERING COMPANY</b> 5555 WOODSCENT CT. FONTANA, CA 92336	<b>BLISS STYLE N CUTS</b> 442 ORANGE ST. REDLANDS, CA 92374	
<b>BOB'S STAMPS</b> 663 GOLDEN WEST DR. REDLANDS, CA 92373	<b>FREE2BNATURAL IMAGE CONSULTING &amp; ACCESSORIES</b> 24414 UNIVERSITY AVE., STE. 107 LOMA LINDA, CA 92354	<b>TONY'S AUTO REPAIR SHOP</b> 35280 YUCAIPA BLVD. YUCAIPA, CA 92399	<b>THE BISTRO CATERING COMPANY</b> 5555 WOODSCENT CT. FONTANA, CA 92336	<b>BW PRINTWORKS</b> 268 N FAIRWAY DR. LAKE ARROWHEAD, CA 92352	<b>LEGACY MILLWORKS</b> 232 N. SHERMAN AVE., STE. B CORONA, CA 92882
<b>BUD PHARM</b> 101 MOUNTAIN SPRINGS RD. WRIGHTWOOD, CA 92397	<b>FRESH MAINTENANCE</b> 1084 WEST MADRONA ST. RIALTO, CA 92376	<b>UNIVERSAL AUTO BUYERS CO.</b> 14642 SLOVER AVE. FONTANA, CA 92337	<b>THE BISTRO CATERING COMPANY</b> 5555 WOODSCENT CT. FONTANA, CA 92336	<b>C C ENTERPRISES</b> 2830 S. RIVERSIDE AVE. RIALTO, CA 92316	<b>GILBERT, GORDON WESLEY</b> 13177 KIWIA DR. MORENO VALLEY, CA 92553
<b>CAIN UNIQUE COMMERCIAL CLEANING</b> 5925 MAGNOLIA RIALTO, CA 92377	<b>G &amp; L ADVERTISING</b> 51471 OREGON TRAIL MORONGO VALLEY, CA 92256	<b>UPLAND AUTO TRANSPORT</b> 1009 TYLER LN. UPLAND, CA 91784	<b>COTSWOLD COTTAGE ANTIQUES</b> 1407 HWY 2 WRIGHTWOOD, CA 92397	<b>CALIFORNIA ATHLETIC CLUB</b> 9120 HAVEN AVE. RANCHO CUCAMONGA, CA 91730	<b>TOT SPOT</b> 25808 BOULDER ROCK PL. SUN CITY, CA 92585
<b>CALIFORNIA TRANSLATION SERVICES</b> 466 ORANGE ST., STE. 262 REDLANDS, CA 92374	<b>GO BANANAZ!!</b> 1078 E. HOSPITALITY SAN BERNARDINO, CA 92408	<b>WE HAMMER 4 U</b> 808 BRIAR PRIVADO ONTARIO, CA 91762	<b>E.A. ELECTRIC</b> 12221 BARKER RD. VICTORVILLE, CA 92392	<b>CHOICES CLINIC</b> 468 W FIFTH ST., STE. 202 SAN BERNARDINO, CA 92401	<b>MARTINEZ, TAMRA MARIE</b> 25808 BOULDER ROCK PL. SUN CITY, CA 92585
<b>CARRILLO ELECTRIC, INC.</b> 3180 JUNE ST. SAN BERNARDINO, CA 92407	<b>GUARDIAN COMMUNICATIONS</b> 7051 ARBOR CT. HESPERIA, CA 92345	<b>WELL DRESSED</b> 14301 SAVANNA ST. ADELANTO, CA 92301	<b>EDWARD COLLISION</b> 5010 W. MISSION BLVD. ONTARIO, CA 91762	<b>CLIFF RAMIREZ &amp; ASSOCIATES</b> 14976 OAK VALLEY DR. FONTANA, CA 92336	<b>PARIS ESTATE CORPORATION</b> 6804 PERKINS CT. CORONA, CA 92880
<b>CHURROMANIA BAKERY</b> 1600 E. HOLT BLVD., STE. J1 POMONA, CA 91767	<b>HAIR CHALET</b> 12430 CENTRAL AVE. CHINO, CA 91710	<b>AGR, INC.</b> 8185 JADEITE AVENUE RANCHO CUCAMONGA, CA 91730	<b>FOREVER BEAUTY SALON</b> 10890 CEDAR AVE. BLOOMINGTON, CA 92316	<b>CHON, HAN SUN</b> 11431 WIMBLEY CT. CERRITOS, CA 90703	<b>FFI PAYDAY LOANS AND CHECK CASHING</b> 41125 WINCHESTER RD., STE. B-3B TEMECULA, CA 92591
<b>CLASSIC TRAVEL AGENCY</b> 205 DUTCH WAY BIG BEAR CITY, CA 92314	<b>HEALTHCARE INDIA</b> 7379 MILLIKEN AVE., STE. 110 RANCHO CUCAMONGA, CA 91730	<b>NANIQ DESIGN AND PROGRAMMING</b> 16155 SIERRA LAKES PKWY., STE. 160-1 FONTANA, CA 92336	<b>ACCURATE</b> 1581 N. ACACIA AVE., RIALTO, CA 92376	<b>DGBUNDY SERVICES</b> 31725 RIDGEVIEW DR. LAKE ELSINORE, CA 92532	<b>FAAS ENTERPRISES, INC.</b> 18841 SUNNYVIEW CR. YORBA LINDA, CA 92886
<b>CLEAN SWEEP CLEANING AND JANITORIAL</b> 587 WILDROSE LN., STE. 12 CRESTLINE, CA 92325	<b>PATTIEKAKES</b> 1535 NORTH GRANITE AVE. ONTARIO, CA 91762	<b>AMERICAN FIRST FINANCE</b> 10466 REDWOOD AVE. FONTANA, CA 92337	<b>ALL IN ONE CLEANING SERVICE</b> 429 HUNT LN. CRESTLINE, CA 92325-6265	<b>BUNDY, DAVID GENE</b> 31725 RIDGEVIEW DR. LAKE ELSINORE, CA 92532	<b>DESTINATION COFFEE HOUSE</b> 2681 GREEN RIVER RD., STE. 101 CORONA, CA 92882

# NEW BUSINESS *County of San Bernardino*

<b>D L H ENTERPRISES</b> 7717 CHURCH AVE., STE. 132 HIGHLAND, CA 92346	<b>FLOWER POWER</b> 885 BERGSCHRUND DR. CRESTLINE, CA 92325-2937	<b>J &amp; L DAY CARE CENTER</b> 415 TENNESSEE, STE. U REDLANDS, CA 92373	<b>METROPOLITAN SCRAPBOOK COMPANY</b> 4479 RIVERSIDE DR. CHINO, CA 91710	<b>PACIFIC SELF STORAGE</b> 14250 JURUPA AVE. FONTANA, CA 92337	<b>RED STAR LOGISTICS</b> 14990 SANTA ANA AVE. FONTANA, CA 92337
<b>DELICIOUS FRUITS AND ICE CREAM</b> 9888 CAMULOS AVE. MONTCLAIR, CA 91763	<b>GET SPANK'D IND.</b> 1105 JUDSON ST. REDLANDS, CA 92374	<b>JS CLEANING SERVICES</b> 15952 SEQUOIA AVE., AP. 1 HESPERIA, CA 92345	<b>MORONGO BASIN SENIOR SUPPORT CENTER</b> 57121 SUNNYSLOPE DR. YUCCA VALLEY, CA 92284	<b>PATMOS, INC.</b> 8301 ELM AVE., STE. 450 RANCHO CUCAMONGA, CA 91730	<b>REMODEL, ETC.</b> 74025 BUENA VISTA DR. 29 PALMS, CA 92277
<b>DO GRAFX</b> 7908 MANGO AVE., STE. E-1 FONTANA, CA 92336	<b>GREEN WORLD WINDOWS</b> 4195 CHINO HILLS PKWY., STE. 508 CHINO HILLS, CA 91709	<b>JUST RIGHT CAKES</b> 10735 MAUNA LOA HESPERIA, CA 92345	<b>LAUGHINGHOST.COM</b> 13753 MT BALDY WAY VICTORVILLE, CA 92392	<b>PEOPLES FINANCIAL SERVICES</b> 9200 MILLIKEN AVE., STE. 5214 RANCHO CUCAMONGA, CA 91730	<b>ROYAL OAK PHARMACY</b> 1749 S EUCLID, STE. B ONTARIO, CA 91762
<b>EXECUTIVE MAINTENANCE SOLUTIONS</b> 5451 TENDERFOOT DR. FONTANA, CA 92336	<b>HESPERIA TOWING</b> 9531 SANTA FE AVE. E. HESPERIA, CA 92345	<b>LAW OFFICE OF PAULETTE L. WARD</b> 3400 INLAND EMPIRE BLVD., STE. 101 ONTARIO, CA 91764	<b>MUSLIM WORLD TODAY</b> 7035 PALM DR. ALTA LOMA, CA 91701	<b>PERMAGRIN ENTERTAINMENT</b> 221 W. 9TH ST. SAN BERNARDINO, CA 92401	<b>RUSTIC WOLF MUSIC</b> 1411 5TH ST. NEEDLES, CA 92363
<b>EXPOSURE INK MARKETING</b> 3464 DEL ROSA AVE. SAN BERNARDINO, CA 92404	<b>HOME BENEFIT NETWORK</b> 16000 APPLE VALLEY RD. STE. 6 APPLE VALLEY, CA 92307	<b>MARY'S ESSENTIAL MEANS</b> 17679 HIGH POINT CT. VICTORVILLE, CA 92395	<b>MY SWEET TOBIAS PUBLISHING</b> 1502 RIDGE ST. REDLANDS, CA 92373	<b>SO-CAL AUTO SALES</b> 11210 4TH ST., STE. 3110 RANCHO CUCAMONGA, CA 91730	<b>SAY MARKETING AND PROMOTIONS</b> 11330 SPRING ST. ADELANTO, CA 92301
<b>FABRIC ARTS</b> 28579 MANTOBA DR. LAKE ARROWHEAD, CA 92352	<b>ICE CREAM CAFE</b> 9888 CAMULOS AVE. MONTCLAIR, CA 91763	<b>MEDIA DESIGN WEST</b> 12524 YORKSHIRE DR. APPLE VALLEY, CA 92308	<b>NC TRUCKING</b> 4138 MISSION BLVD., STE. 72 MONTCLAIR, CA 91763	<b>STARLIGHT LIMOUSINE SEDAN &amp; SHUTTLE</b> 15683 ROY ROGERS DR., STE. 207 VICTORVILLE, CA 92392	<b>STEALTHWORKS</b> 31329 DEERLICK LN. RUNNING SPRINGS, CA 92382
<b>FAERIE MYST</b> 26432 PINE DR. RIM FOREST, CA 92378	<b>INLAND AUTOMATION</b> 7470 RODEO RD. OAK HILLS, CA 92344	<b>MEJIA COMMUNICATIONS</b> 1705 W. GILBERT ST. SAN BERNARDINO, CA 92411	<b>PACIFIC COAST CERTIFIED HOME INSPECTIONS</b> 13316 CARDINAL RIDGE RD., STE. F CHINO HILLS, CA 91709	<b>SOLARGEM</b> 11010 ARROW RT., STE. 105 RANCHO CUCAMONGA, CA 91730	
<b>FIXIT COMPUTERS</b> 1726 E. FAIRFIELD CT., STE. 3 ONTARIO, CA 91761	<b>IWE (INDEPENDENT WARRIOR ENTERTAINMENT)</b> 1233 OLIVINE ST., STE. C MENTONE, CA 92359	<b>MENA'S BRAKES AND SUSPENSIONS</b> 646 E-HOLT BLVD. ONTARIO, CA 91761	<b>RED AERO</b> 1745 SESSUMS DR., STE. 130 REDLANDS, CA 92374		

# NEW BUSINESS *County of Riverside*

<b>LEGACY MILLWORKS</b> 232 N. SHERMAN AVE., STE. B CORONA, CA 92882	<b>RUBIN, ELAINE</b> 68514 CALLE ALAGON CATHEDRAL CITY, CA 92234	<b>SAEDI, ROBERT ANTHONY</b> 1123 VIA SANTIAGO CORONA, CA 92882	<b>CONTINENTAL CURRENCY SERVICES, INC.</b> 1108 EAST 17TH ST. SANTA ANA, CA 92701	<b>CHRISTENSEN, KYLE DANIEL</b> 961 KILMARNOCK WAY RIVERSIDE, CA 92508	<b>SKYLINE POOL AND SPA SERVICE</b> 1920 GEORGETOWN DR. CORONA, CA 92881
<b>GILBERT, GORDON WESLEY</b> 13177 KIWIA DR. MORENO VALLEY, CA 92553	<b>TOT SPOT</b> 25808 BOULDER ROCK PL. SUN CITY, CA 92585	<b>WEALTH CREATION TECHNOLOGIES</b> 6804 PERKINS CT. CORONA, CA 92880	<b>MR CHINA EXPRESS</b> 6160 ARLINGTON AVE., STE. C12 RIVERSIDE CA 92504	<b>AFFORDABLE AMERICAN REAL ESTATE</b> 2460 GRACE ST. RIVERSIDE, CA 92504	<b>E&amp;J REAL ESTATE INVESTMENTS, LLC</b> 1920 GEORGETOWN DR. CORONA, CA 92881
<b>CORONA BURGERS</b> 307 EAST 6TH ST. CORONA, CA 92879	<b>MARTINEZ, TAMRA MARIE</b> 25808 BOULDER ROCK PL. SUN CITY, CA 92585	<b>PARIS ESTATE CORPORATION</b> 6804 PERKINS CT. CORONA, CA 92880	<b>YIN, SOKHOM</b> 2531 KENNEDY DR. CORONA, CA 92879	<b>TREMANO INTERNATIONAL, INC.</b> 2460 GRACE ST. RIVERSIDE CA 92504	<b>WESTERN STATES MOBILE HOME PARKS, LLC</b> 5001 FLORIDA AVE. HEMET, CA 92545
<b>CHON, HAN SUN</b> 11431 WIMBLEY CT. CERRITOS, CA 90703	<b>SELECT CARS</b> 1096 CALIMESA BLVD., STE. 103 CALIMESA, CA 92320	<b>FFI PAYDAY LOANS AND CHECK CASHING</b> 41125 WINCHESTER RD., STE. B-3B TEMECULA, CA 92591	<b>BRANDON'S TOWING</b> 22910 MARSHALL ST. PERRIS, CA 92570	<b>LENDNOW AMERICA</b> 2460 GRACE ST. RIVERSIDE, CA 92504	<b>ERGONOMIC FOOTWEAR</b> 77955 LAGO DR. LA QUINTA, CA 92253
<b>DGBUNDY SERVICES</b> 31725 RIDGEVIEW DR. LAKE ELSINORE, CA 92532	<b>KELSEY, STEVEN RAY</b> 2150 S. SAN JACINTO AVE. SAN JACINTO, CA 92583	<b>FAAS ENTERPRISES, INC.</b> 18841 SUNNYVIEW CR. YORBA LINDA, CA 92886	<b>RAMIREZ, NORMA ANGELICA</b> 22910 MARSHALL ST. PERRIS, CA 92570	<b>M&amp;M CLEANERS &amp; LAUNDRY</b> 12222 HEACOCK ST. MORENO VALLEY, CA 92557	<b>WHITESTONE STRATEGIES, LLC</b> 77955 LA GO DR. LA QUINTA, CA 92553
<b>BUNDY, DAVID GENE</b> 31725 RIDGEVIEW DR. LAKE ELSINORE, CA 92532	<b>CHOICES CLINIC</b> 468 W FIFTH ST., STE. 202 SAN BERNARDINO, CA 92401	<b>CONNECTIONS UNLIMITED</b> 80436 MURFIELD DR. INDIO, CA 92201	<b>LINE 90 TRANSPORTATION</b> 25131 JERRY LN. HEMET, CA 92544	<b>NGUYEN, OANH HONG THI</b> 13161 KIWIA DR. MORENO VALLEY CA 92557	<b>3MB DENTAL LABORATORY</b> 28625 BLANIK AVE. NUEVO, CA 92567
<b>CHRISTIAN HANDYMAN</b> 39520 BONAIRE WAY MURRIETA, CA 92563	<b>CLIFF RAMIREZ &amp; ASSOCIATES</b> 14976 OAK VALLEY DR. FONTANA, CA 92336	<b>LAPORTE, EUGENE MICHAEL</b> 80436 MURFIELD DR. INDIO, CA 92201	<b>FAAS ENTERPRISES, INC.</b> 18841 SUNNYVIEW CR. YORBA LINDA, CA 92886	<b>LEDEZMA, DAVID RUBEN</b> 25131 JERRY LN. HEMET, CA 92544	<b>CHACO, MIKE</b> 28625 BLANIK AVE. NUEVO, CA 92567
<b>MIKENAS, EDWARD STEVEN</b> 39520 BONAIRE WAY. MURRIETA, CA 92563	<b>CODE 3 SERVICES</b> 12821 WAYNOKA RD. APPLE VALLEY, CA 92308	<b>THE POOL GUY</b> 1123 VIA SANTIAGO CORONA, CA 92882	<b>TOUCH, KAREN KEARA</b> 932 CORNESTONE WAY CORONA, CA 92880	<b>PERFECTION POOL SERVICE</b> 961 KILMARNOCK WAY RIVERSIDE CA 92508	<b>3MB DENTAL LABORATORY</b> 28625 BLANIK AVE. NUEVO, CA 92567
<b>AI NOTARY SERVICE</b> 68514 CALLE ALAGON CATHEDRAL CITY, CA 92234	<b>COLLAGE CREATIONS BY SHELLI</b> 853 CALIFORNIA PRIVADO ONTARIO, CA 91762	<b>CORBIN PLANNING</b> 6640 VIA ALLEGRA 29 PALMS, CA 92277	<b>MOBILE MONEY</b> 7633 INDUSTRY AVE. PICO RIVERA, CA 90660	<b>GURGIS, JOSEPH RAMZY</b> 32206 CAMINO GUARDA TEMECULA, CA 92592	



## NEW BUSINESS

## County of Riverside

**NABONG-CHACON MERRILYN**  
28625 BLANIK AVE.  
NUEVO, CA 92567

**DR2 REO SERVICES**  
24886 SUN TREAM CR.  
MORENO VALLEY, CA 92557

**ROBERSON, DAVID W.**  
24886 SUN STREAM CR.  
MORENO VALLEY, CA 92557

**PART MEDICS**  
6824 ANDARAVIDA RD.  
CORONA, CA 92880

**LE, CHRIS HAI**  
6824 ANDARAVIDA RD.  
CORONA, CA 92880

**PART MEDICS**  
6824 ANDARAVIDA RD.  
CORONA, CA 92880

**LE, JESSICA CHUNG**  
6824 ANDARAVIDA RD.  
CORONA, CA 92880

**HEMACINTO FAMILY  
CHILDCARE SUPPORT  
GROUP**  
208 ELMWOOD AVE.  
HEMET, CA 92543

**AGUINIGA, VERONICA**  
208 ELMWOOD AVE.  
HEMET, CA 92543

**DEANN B.  
PHOTOGRAPHY**  
31647 CHELSEA WAY  
TEMECULA, CA 92592

**BARRERA, DEANN  
BETHINE**  
31647 CHELSEA WAY  
TEMECULA, CA 92592

**DEANN B. WEDDINGS**  
31647 CHELSEA WAY  
TEMECULA, CA 92592

**BARRERA, DEANN  
BETHINE**  
31647 CHELSEA WAY  
TEMECULA, CA 92592

**PREMIER LISTINGS**  
6409 SPINEL CT.  
MIRA LOMA, CA 91752

**JV & P LLC**  
6409 SPINEL CT.  
MIRA LOMA, CA 91752

**IMPOR EXPO**  
9496 MAGNOLIA AVE.,  
STE. 204  
RIVERSIDE, CA 92503

**HAMPARSUMIAN, DIKRAN  
LEVON**  
20361 VIA VARADERO  
YORBA LINDA, CA 92887

**COMMUNITY AND  
MISSION HOSPITAL**  
22365 EL TORO RD.,  
STE. 186  
LAKE FOREST, CA 92630

**SACARI COLLECTIONS,  
INC.**  
22365 EL TORO RD.,  
STE. 186  
LAKE FOREST, CA 92630

**HUNGTINGTON PARK  
DIAGNOSTICS**  
22365 EL TORO RD.,  
STE. 186  
LAKE FOREST, CA 92630

**KAHN CARTY VENTURES**  
22365 EL TORO RD.,  
STE. 186  
LAKE FOREST, CA 92630

**VALLEY FORECLOSURE  
CLEANUP**  
14538 CHOLLA DR.  
MORENO VALLEY, CA 92553

**MERILICE, LESLY**  
14538 CHOLLA DR.  
MORENO VALLEY, CA 92553

**VALLEY FORECLOSURE  
CLEANUP**  
14538 CHOLLA DR.  
MORENO VALLEY, CA 92553

**WINE COUNTRY  
CARRIAGES**  
32690 HALEBLIAN RD.  
MENIFEE, CA 92584

**TOOMBS, MARY  
ELIZABETH**  
32690 HALEBLIAN RD.  
MENIFEE, CA 92584

**WILSON, MATTHEW ERIC**  
32690 HALEBLIAN RD.  
MENIFEE, CA 92584

**AKA PRODUCTS**  
25703 JEFFERSON AVE.,  
STE. 23  
MURRIETA, CA 92562

**TDK RESULTS**  
2627 NEEDLES CT.  
PERRIS, CA 92571

**KRAMER, TONI DIANE**  
2627 NEEDLES ST.  
PERRIS, CA 92571

**BOYS & GIRLS OF  
PRISONERS FOUNDATION**  
22850 SOBOBA RD.  
SAN JACINTO, CA 92583

**CALICINTO RANCH, INC.**  
22850 SOBOBA RD.  
SAN JACINTO, CA 92583

**MEDINA'S**  
489 DE ANZA DR.  
SAN JACINTO, CA 92583

**MEDINA, ROBERTO**  
489 DE ANZA DR.  
SAN JACINTO, CA 92583

**MEDICAL REALTY  
PROFESSIONALS**  
41690 IVY ST.  
MURRIETA, CA 92562

**SUDWEEKS  
COMMERCIAL REAL  
ESTATE INC.**  
41690 IVY ST.  
MURRIETA, CA 92530

**INLAND SAFE &  
MACHINERY MOVING**  
21145 WALKER DR.  
NUEVO, CA 92567

**DUNKEL, THOMAS  
ALBERT**  
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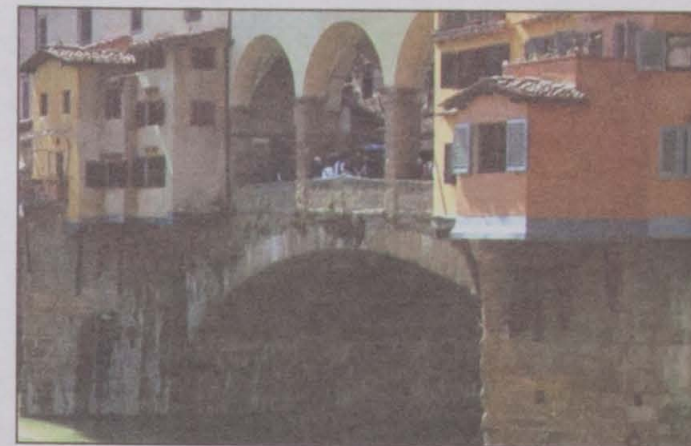
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## EXECUTIVE TIME OUT

## Florence Express

A Short Visit to the Birthplace of the Italian Renaissance  
(Second in a two-part series on Italy)

By Ingrid Anthony



Ponte Vecchio (Old Bridge)

vation, and no surcharge and the museum is just for you. Of course, there are many other exceptional museums located in Florence, but for us, we would have to plan to return at another day to visit them.

We had no time to dawdle so we hurried on to the Florence Cathedral, the Basilica di Santa Maria del Fiore with its dome (Duomo) that would forever dominate the panorama of Florence. It's still today the largest masonry dome of the world. The construction of the church began in 1296 in the Gothic style to the design of Arnolfo di Cambio and completed



Western Excelsior Florence

You could get lost for days wandering the narrow streets in Florence (Firenze in Italian). You'll find history and culture in every corner, tucked among the city's many piazzas, beautiful churches and fascinating museums. If you don't have the luxury of time as we did when we visited Florence, choose a hotel in walking distance to the "must see" attractions. Time is sometimes more valuable than the savings you may occur in choosing a hotel far from the main stream of the city.

With that in mind, we unpacked our belongings at the Western Excelsior Florence and headed out to uncover the treasures of this city, which is known as the "cradle of Renaissance" for its monuments, churches and buildings. Since we had only about a day and a half, we were again on a mission as we were in Rome (read May 2009 article on Rome).

Our first stop on our tour was visiting the primary art museum of Florence, the Uffizi Gallery. This museum is an extraordinary container of paintings that embrace an historical period from the 1200's to the current day. We continued on to the Accademia Gallery and gazed for a long time at Michelangelo's David. A trip to Florence would not be complete without seeing its art and the universal genius of Leonardo da Vinci and Michelangelo. Tickets for the museum should be bought beforehand as not to wait in lines during the height of the tourist season. However, during the summers, the Accademia and the Uffizi Galleries have extended hours midweek, which means from 7:00-10:00 p.m. all the tourist groups are gone and you can just walk in with no wait, no reser-

els. When I finally encountered the bridge, I discovered my imagination did not coincide with the reality of this unique piece of architecture. The Ponte Vecchio (Old Bridge) has a multitude of shops built upon its edges and held up by stilts. The bridge spans the Arno River at its narrowest point where it was built during Roman times. It has always hosted shops and merchants who displayed their goods on tables. It is said that the economic concept of bankruptcy originated here: when a merchant could not pay his debts, the table on which he sold his wares (the "banco") was physically broken ("rotto") by soldiers, and this practice was called "bancorotto" (broken table; possibly it can come from "banca rotta" which means "broken bank"). Not having a table anymore, the merchant was not able to sell anything. During World War II, the Ponte Vecchio was not destroyed by Germans during their retreat of Aug. 4, 1944, unlike all other bridges in Florence. This was allegedly because of an express order by Hitler. Butchers initially occupied the shops; the present tenants are jewelers, art dealers and souvenir sellers.

Of course, being with a group of women, we had to have some time for shopping. In Florence you'll find leather goods, paper goods and jewelry as well as nice souvenirs and art productions. We were lucky to visit one of the open air markets selling food, clothing and antiques. The most famous is around Piazza San Lorenzo where you'll find leather goods (this is where we did our most damage—beautiful leather purses at reasonable prices).

All of the above popular  
*continued on page 31*



A CORPORATE MEMBERSHIP FOR AS LITTLE AS  
\$15,000 PER COMPANY EXECUTIVE



Sometimes it's not "what you know" as much as it is "who you know", and with the current economic downturn that age old adage has never been more true. With that in mind Vellano Country Club has created the place where the "movers and shakers" of the Southern California business community go to network, develop relationships, and entertain their valued clients. Our Members know that being able to entertain a client at an exclusive country club is often the first step in cultivating a successful business relationship. Furthermore, making a strong impression is often as dependent on where you take your client as it is on what you do once you are there. Vellano provides a venue that allows you to create that lasting impression.



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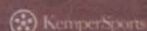
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